

MODULE TITLE	Entrepreneurial Marketing and Innovation				
MODULE LEVEL	7				
MODULE CREDIT POINTS	15				
SI MODULE CODE (if known)	25-7C06-00S				
MODULE JACS CODE	N550				
SUBJECT GROUP	SG-44012 Marketing - O&M				
MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery) NB "Semester 3" ends on 31 July each year					
LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1		Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			
MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark if other than 40% (subject to approval)					%
MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
MODULE STATUS (✓ as applicable to status of module in the context of current proposal)					
Unchanged: an existing module, presented as unchanged from previous years					
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					✓
New: new module to be approved through current validation process					
If status is 'Modified', please give date when modified version is to be available from				Modified Version Available from September 2009	
Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)		Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
		24	18	108	150
OTHER COURSES FEATURING THIS MODULE (please list below)					
MSc International Marketing					
MSc Global Strategic Marketing					

1 AIM OF THIS MODULE

The aim of the module is to enable students to reflect on their entrepreneurial marketing capability, to develop skills in identifying and assessing opportunities for innovation and to understand the different management decisions and challenges that are faced in the development and implementation of innovations in small and large international organisations.

2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO

1. Apply appropriate theories and frameworks that underpin entrepreneurial marketing and innovation
2. Understand the innovation process, options and the strategic decisions that are considered in commercializing an idea
3. Apply a number of tools and techniques for identifying, assessing and effectively commercializing new opportunities.
4. Demonstrate knowledge and understanding of the challenges faced by organizations in implementing innovative approaches (across borders)

3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE

Part I: Creativity, innovation and entrepreneurship

Entrepreneurial marketing

- Alternative marketing approaches
- Types of organisation
- Entrepreneurial behaviour

Sources of innovation

- Innovation in strategy
- Industry re-invention
- New market space and new value

Nurturing and capitalising on creativity

- Incremental and breakthrough innovation
- Innovation diffusion
- Building resources

Part II: Making it happen and decision making

Strategic options and decision making

- Alternative approaches to managing innovation
- Criteria for decision making

Value proposition and competitive advantage

- The value proposition
- Core competencies and new sources of competitive advantage
- Marketing assets

Part III: Managing implementation and what comes next

Managing growth, success and failure

- Critical success factors
- The reasons for failure of the innovation strategy

Implementation, overcoming the barriers and assessing effectiveness

- The reasons for implementation failure
- Building the implementation strategy
- Internal marketing

4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES

The module adopts an approach that is based on enquiry based learning as students are encouraged to pursue their own investigations into entrepreneurial marketing and innovation and reflect on their learning throughout the course. This is supported by direct input to assist students to acquire knowledge of good practice in the management of innovation and a series of exercises, tools and frameworks to build skills in these areas. Although the student's learning is based on individual learning and assessment peer support groups are used to broaden and deepen the individual student's learning. Within the seminar and small group discussions, formative feedback will feature as a key progress indicator and motivator.

5 THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

The assessment for this course comprises two individual assessment tasks. The second task has two components. The first task comprises an individual presentation that demonstrates understanding of the knowledge, tools and techniques presented on the course and their application in a specific context.

The second written task includes a first component, which records the student's reflection of their learning of the concepts and their application. The second component enables the student to apply their learning on the course to the innovation process from opportunity identification and assessment through to the evaluation of the implementation challenges.

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available ?	Individual task pass mark ONLY IF OVER 40%**
Individual presentation	20%	15-20 Min	No	
Final individual written task (learning portfolio)	80%	6000-8000 words	No	

TABLE B: RE-ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available ?	Individual task pass mark ONLY IF OVER 40%**
Individual coursework - utilising material from the original portfolio submission.	80%	6-8000 words	no	
Individual written reflective paper	20%	1000 words	no	

EMI: Assessment Criteria

Learning Outcome	Below 40%	40-49%	50-59%	60-69%	70% +
Apply appropriate theories and frameworks that underpin entrepreneurial marketing and innovation	Inadequate and confused knowledge of theories and frameworks studied. Unable to recognise the theoretical underpinning of entrepreneurial marketing and innovation	Correct but limited use of theories and frameworks. Identified issues but limited explanations, no solutions	Clear explanation and use of appropriate theories and frameworks, supported by examples. Able to identify some solutions	Detailed explanation and use of wide-ranging Theories and frameworks well supported by effective use of examples. .Able to identify a number of possible solutions	Comprehensive explanation and application of wide-ranging theories and frameworks fully and effectively supported by use of examples. Able to identify a number of workable solutions
Understand the innovation process, options and the strategic decisions that are considered in developing and commercializing an idea or opportunity	Incomplete, confused, and/or inappropriate selection and use of principles and tools for opportunity/idea development. No consideration of strategic options.	Correct use of relevant tools for opportunity development. Limited but appropriate consideration of some strategic options.	Effective use of relevant tools for opportunity development. Clear and focus consideration of some of strategic options.	Effective use of relevant tools. Clear and focused consideration of strategic most options.	Well-explained, comprehensive and creative use of the tools for opportunity development, and strategic consideration of options.
Develop innovation strategies that are appropriate for the context	Inadequate and confused knowledge of theories shows little familiarity with the innovation strategies.	Correct explanation and appropriate development of innovation strategies.	Correct explanation and appropriate use of a wide range of innovation strategies Able to apply them.	Correct explanation and appropriate use of a wide range of innovation strategies Able to effectively apply them.	Correct explanation and appropriate use of a wide range of innovation strategies Able to effective apply them and critically evaluate them.
Demonstrate knowledge and understanding of the challenges faced by both small and large firms in implementing innovative approaches	Inadequate and confused knowledge of implementation shows little familiarity with the challenges.	Correct explanation and appropriate knowledge of challenges but limited innovation in implementation	Correct explanation and appropriate knowledge of challenges and evidence of some innovation in implementation.	Correct explanation and appropriate knowledge of challenges. Able to effectively apply innovative approaches.	Correct explanation and appropriate knowledge of challenges. Evidence of very innovative approaches to implementation.
Evidence of additional Reading	Little or no evidence of additional reading	Some additional material introduced	Appropriate use of a reasonable level of further material	Introduction of a wide range of additional supporting material	Appropriate use of a comprehensive range of relevant additional material
Structure, presentation and written communication.	Poorly structured report, lacking clarity. Poor grammar	Some appropriate structure.	Reasonable structure and clarity. Few grammatical errors	Clear and logical communication. Accurately presented	Exceptional written communication skills. Professionally presented

6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

Summative written feedback is provided for both tasks. In addition formative feedback for the first task (the presentation) is provided by the tutor during a peer group meeting to encourage wider learning and peer support. Further guidance is provided to the peer groups to ensure that they contribute effective feedback to each member of the group.

7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

A variety of learning resources are provided including short lecture sessions, directed reading and exercises based on the use of frameworks, tools and techniques during seminar sessions. In addition direction for self study is given to students using offline and online sources. Blackboard will be used as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials and approaches

