

MODULE DESCRIPTOR

MODULE TITLE	Entrepreneurship and Innovation in Practice		
Module Code	44-6928-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 40% Coursework 80%		
Pre-Requisite Modules (if applicable)	N/A		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	YES	NO	

1 MODULE AIMS

This module aims to introduce students to the skills, attitudes, knowledge, and techniques needed to sustain innovation in organisations. By considering a broad range of situations, and more modest levels of innovation and entrepreneurial achievement as well as the traditional transformational examples, students will gain insight of how entrepreneurship capabilities can be acquired and applied to many situations: new starts, small and large firms, private, public and not-for profit sectors. Through reflecting on the contexts in which entrepreneurship and innovation arise, and on their own abilities and attributes, students will be encouraged to consider how, as managers, they might create a climate in which innovation can flourish, and how they might themselves learn how to become more innovative, self reliant, and opportunistic.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Comment upon the nature of innovation and appreciate its role in entrepreneurial activity;
2. Assess the different contexts in which innovative skills and behaviours arise;
3. Evaluate the relationship between individual and organisational enterprise;
4. Assess and comment upon the personal factors that influence entrepreneurial activity in a range of different contexts;
5. Analyse the nature of the macro-environmental context for entrepreneurial activity and analyse the responses of entrepreneurial organisations as opposed to more predictable strategic approaches;

6. Evaluate the different strategies that are used by entrepreneurial organisations at start up, and during periods of growth, consolidation and underperformance;
7. Reflect discursively upon the thinking and analytical techniques that can be used to identify opportunities, and recognise the alternative commercial approaches to exploiting an opportunity; and
8. Make an argument for how entrepreneurial capacity can be developed, and evaluate the role that the development of a robust creative approach to learning capability has in the successful identification and implementation of entrepreneurial strategies.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module aims to focus on student skills in reflection, innovation and making creative decisions to develop entrepreneurial solutions to address a variety of challenges.

Lectures and directed reading will be used to introduce and discuss key entrepreneurship and innovation concepts and provide practice in the application of the concepts in different organisational situations.

Seminars will build on the lecture programme, and will be highly interactive with students leading as well as participating in the discussion of articles, self-evaluation exercises, and the analysis of videos and case studies.

Assessment will be formative as well as summative, with self and peer assessment forming a part of the teaching and learning strategy. This will be built in to the reflective framework that students will use as part of the portfolio element of the coursework.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	2000 words	No
2	Coursework	CW	60%	3000 words	No

4 INDICATIVE MODULE CONTENTS / TOPICS

In this module we focus on enterprising behaviour, and individuals who make a difference – what entrepreneurs and innovative people are like and what they do. We explore a range of contexts in which they introduce new perspectives, and have the self-confidence to back their judgement with action. We look at how they learn as individuals and how the organisations they work for develop the learning capability to help them sustain entrepreneurial strategies. In doing this, we examine the skills, attitudes, knowledge, and techniques necessary to create new organisations, sustain innovation in existing organisations, and turn around the

ones that are failing. Students will have the opportunity to compare their own capabilities and motivations against those of others, enabling them to develop an understanding of the innovation process and acquire the personal and professional skills to manage it effectively.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN THE MODULE GUIDE.

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review