

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Generating Business Ideas and Innovation	<b>Level:</b>	4	<b>Credit Value:</b>	20
----------------------	--	---------------	---	----------------------	----

<b>Module code:</b>	BUS432	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	N/A
---------------------	--------	------------------------------	----	---------------------------------------	-----

<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N100
------------------------	------	--------------------	------

<b>With effect from:</b>	September 17
--------------------------	--------------

<b>School:</b>	North Wales Business School	<b>Module Leader:</b>	Kelvin LEONG
----------------	-----------------------------	-----------------------	--------------

Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BSc (Hons) Digital Enterprise and Innovation	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	✓	<input type="checkbox"/>
BSc (Hons) Sports Management	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism and Event Management	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
N/A

Office use only

Initial approval: September 14

Date revised: August 17

Version: 5

**Module Aims**

1. To introduce students to the practical skills and processes required to create new business ideas and opportunities
2. To develop students' ability to think creatively
3. To enable students to align their own personal strengths and knowledge to specific commercial and social opportunities

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Apply creative techniques within a business	KS3	
2	Write SWOT (strengths/weaknesses/opportunities/threats) analyses and apply them to support enterprise decision-making	KS1	
3	Plan the key features of a simple business or social enterprise website	KS4	
4	Investigate and evaluate the commercial and social world for new opportunities with potential for growing a new venture	KS3	

**Derogations**

N/A

**Assessment:**

**Indicative Assessment One:**

Assessment 1 requires students to undertake a piece of research into relevant issues within the concepts and practices of business idea generation.

**Indicative Assessment Two:**

Assessment 2 requires students to undertake a piece of research into relevant issues within business innovation theories and practices.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	50	N/A	1500
2	3,4	Report	50	N/A	1500

**Learning and Teaching Strategies:**

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The digital lectures will introduce students to the underlying theoretical principles of the module, illustrated by contemporary examples of various business ventures.

Think-tank sessions will also be scheduled to explore various business ideas in detail. The think-tank sessions will be facilitated by the tutor and delivered by a guest speaker.

Students will progress by working in small teams to apply the lecture material to their own potential business scenarios. These sessions will be facilitated and supported by the tutor. Students develop experience and understanding of teamwork, different team roles, and leadership through practical experience. Tutorials and experiential exercises are used to encourage wider discussion of the lecture topics and for students to gain confidence in thinking creatively and commercially.

Guided independent study, which engages in exploring the themes of creativity, entrepreneurship and online venture creation will enhance the shared learning experience.

**Syllabus outline:**

1. Develop an understanding of enablers and barriers to innovation
2. Creative thinking – what it requires and what processes can support it
3. Describe and explain concepts and theories relating to innovation
4. Recognise and outline what innovative skills are and discuss how these can be developed in relation to business needs
5. The context for internet based businesses
6. Understand how innovation relates to company strategy
7. Understand where and how innovation can originate.

**Bibliography:**

**Essential reading**

Ries, E. (2011) *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*, Portfolio Penguin. ISBN-10: 0670921602 ISBN-13: 978-0670921607.

Williams, A. (2013) *Wordpress for Beginners: A Visual Step-by-Step Guide to Creating your Own Wordpress Site in Record Time, Starting from Zero*, Createspace. ISBN-10: 1490532471 ISBN-13: 978-1490532479.

**Other indicative reading**

**Textbooks**

Michalko, M. (2006) *Thinkertoys: A Handbook of Creative-Thinking Techniques*, Ten Speed Press. ISBN-10: 1580087736 ISBN-13: 978-1580087735.

**Journals**

Journal of Business Venturing  
Journal of Small Business Management  
Journal of Research in Marketing & Entrepreneurship  
Industrial Marketing Management  
Technovation.