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Refer to guidance notes for completion of each section of the specification.

Module Code:	BUS474

Module Title:	Business Innovation

Level:	4	Credit Value:	20

Cost Centre(s):	GDZB	JACS3 code: HECoS code:	N100 100078

Faculty	SLS	Module Leader:	Gaenor Roberts

Scheduled learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning eg practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total contact hours	**24** hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Standalone module Affiliated to BA(Hons) Business for QAA purposes	☐	✓

Pre-requisites
None.

Office use only	
Initial approval: 10/08/2020 With effect from: 10/08/2020 Date and details of revision:	Version no: 1 Version no:

Module Aims
The overall aim of this module is to introduce students to the theory and practices associated with business innovation, including many practical tools to assess the viability of ideas and manage the risk involved in implementing new ideas. It also includes an understanding of the concept of intrapreneurial activity within organisations.

Module Learning Outcomes - at the end of this module, students will be able to	
1	Demonstrate an understanding of innovation and its importance within business.
2	Consider how to develop new ideas, and manage any associated risks.
3	Demonstrate an understanding of the concept of intrapreneurial behaviour within business.
4	Reflect upon the definition of business success.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.	
CORE ATTRIBUTES	
Engaged	I
Creative	I
Enterprising	I
Ethical	I
KEY ATTITUDES	
Commitment	I
Curiosity	I
Resilient	I
Confidence	I
Adaptability	I
PRACTICAL SKILLSETS	
Digital fluency	I
Organisation	I
Leadership and team working	I
Critical thinking	I
Emotional intelligence	I
Communication	I

Derogations
None.

Assessment:			
Indicative Assessment Tasks:			
Students will be required to complete an online discussion forum on each weekly topic. The forums will enable students to reflect and demonstrate their learning. The expectation for the total word count is 2,000 words.			

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 to 4	Learning logs/journals	100

Learning and Teaching Strategies:
The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module.   There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to additional support via email, and the chat facilities through Moodle for messaging and responding. The assessment for this module requires a contribution to an online discussion forum for each weekly topic, and feedback will be given to students on the progress of this assessment, via comments on the forum on a weekly basis.

Syllabus outline:
Indicative topics for this module's syllabus include: - What is innovation in business?   - The value of innovation for business prosperity   - Methods of business innovation and idea generation.

- Strategies for creating a culture of innovation
- Intrapreneurship
- Tools for assessing the viability of new ideas
- Risk exploration and assessment
- Business success

Indicative Bibliography:

Essential reading

Books

Wagner, M., 2012. *Innovation and Sustainability*, United Kingdom: Greenleaf Publishing. The book is available as an e-book on Resourcefinder.

Journals

Students will be provided with a list of relevant online articles and resources via Resourcefinder for each task which forms part of the assessment.

Other indicative reading

Books

Dahlén, M., 2008. *Creativity (Un)Limited*. Hoboken, N.J.: Wiley

Websites

Institute for small business and entrepreneurship: www.isbe.org.uk
Institute of Enterprise and Entrepreneurs: www.ioee.co.uk
www.businesswales.gov.wales
www.businessopportunitiesandideas.co.uk
www.entrepreneurial-exchange.co.uk
www.cimaglobal.com