

## Module specification

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Module Code	BUS5A7
Module Title	Entrepreneurship and Innovation
Level	5
Credit value	20
Faculty	SLS
HECoS Code	100079
Cost Code	GAMG
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business & Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing & Business	Core
BA (Hons) International Tourism & Hospitality Management	Core
BA (Hons) Law and Business	Core
FdA Football and Community Development	Core

### Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	<b>30 hrs</b>
Placement hours	0 hrs
Guided independent study hours	170 hrs
<b>Module duration (Total hours)</b>	<b>200 hrs</b>

## Module aims

This module aims to provide students with the opportunity to discover how ideas are developed, how entrepreneurship operates and an understanding of Innovation and entrepreneurship theories within a business context.

The module aims to enable students to enhance their employment prospects in the workplace by providing them with an understanding of the sought-after traits of entrepreneurship and innovation and how to express them.

## Module Learning Outcomes

At the end of this module, students will be able to:

1	Demonstrate an understanding of the key concepts and theories behind innovation and entrepreneurship
2	Demonstrate an understanding of how individuals and organisations can identify and exploit innovation opportunities
3	Analyse the strengths and weaknesses of various innovation and entrepreneurship theories.
4	Apply these theories to practical issues associated with the management of innovation and entrepreneurship.
5	Critically evaluate the contribution that entrepreneurship and innovation make to broader organisational outcomes

## Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

### **Assessment 1 (2000 words) Report**

Analyse and evaluate the key concepts and theories behind innovation and entrepreneurship. Apply theories of innovation and entrepreneurship to a practical issue. Evaluate the role of leadership and management in identifying and exploiting innovation opportunities.

### **Assessment 2 (2000 words) Report**

Review and analyse the practice of innovation and entrepreneurship within an organisation of your choice. Relate your answer to relevant concepts and theories of innovation and entrepreneurship.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Written Assignment	2000 words	50	N/A
2	3, 4, 5	Written Assignment	2000 words	50	N/A

## Derogations

None

## Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end the level 5 module in Innovation and Entrepreneurship applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Innovation and Entrepreneurship will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

## Welsh Elements

Students are entitled to submit assessments in the medium of Welsh.

## Indicative Syllabus Outline

1. Introduction to Innovation and Entrepreneurship
2. Sustainable innovation and Entrepreneurship
3. Sources of Innovation and Entrepreneurial Creativity
4. Leadership, Networks and Teams
5. Knowledge management, collaboration and user-centred innovation
6. Creating and Developing New Products and Services
7. Growing the enterprise: Business and talent development
8. Creating and Capturing Value
9. Managing Innovation and Entrepreneurship

## Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

### Essential Reads:

Kennard, M. (2021), *Innovation and Entrepreneurship*. London: Routledge.

### Other indicative reading:

Barringer, B.R. and Ireland, R.D. (2018), *Entrepreneurship: Successfully Launching New Ventures*. 6th ed. Harlow: Pearson.

Bessant, J.R. and Tidd, J. (2015), *Innovation and Entrepreneurship*. 3rd ed. Chichester: Wiley.

Dodgson, M., Gann, D.M. and Phillips, N. (2015), *The Oxford Handbook of Innovation Management*. Oxford: Oxford University Press.

Drucker, P.F. and Maciariello, J. (2015), *Innovation and Entrepreneurship*. London: Routledge.

Tidd, J. and Bessant, J. (2014), *Strategic Innovation Management*. Chichester: Wiley.

### Journals

European Management Journal  
Industrial Marketing Management  
Journal of Business Research  
Journal of Cleaner Production

### Administrative Information

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	January 2022 – included BA (Hons) Law and Business programme title. July 2025 – included FdA Football and Community Development programme title for Sept 2025.
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