

Module specification

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Module code	BUS5A7
Module title	Entrepreneurship and Innovation
Level	5
Credit value	20
Faculty	SLS
Module Leader	Dr Marcus Hansen
HECoS Code	100079
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BS (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

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	30 hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

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Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	January 2022 included BA (Hons) Law and Business in programme titles
Version number	2

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	Weighting (%)
1	1,2,3	Written assignment	50%
2	3,4,5	Written assignment	50%

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.

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

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Organisation
Leadership and Team working
Critical Thinking

