

Module specification

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Module code	BUS6A6
Module title	Innovation and Business Planning for Entrepreneurs
Level	6
Credit value	30
Faculty	Glyndwr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting
Module Leader	TBC
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management	Option
BA (Hons) Business Management (Entrepreneurship)	Core
BA (Hons) Business Management [Top-up]	Option
BA (Hons) Business Management (Entrepreneurship) [Top-up]	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	44 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	44 hrs
Placement / work based learning	0 hrs
Guided independent study	256 hrs
Module duration (total hours)	300 hrs

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Initial approval date	8 April 2022
With effect from date	June 2022
Date and details of revision	
Version number	1

Module aims

This module aims to provide students with the opportunity to discover how ideas are operationalised and how entrepreneurship develops. It focuses on understanding of Innovation and entrepreneurship theories within a business context. The module takes an experimental approach where students develop a viable business proposition whilst critically reflecting upon the relevance of entrepreneurship within their chosen career pathway.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Apply relevant models and frameworks to critically evaluate the feasibility of a business idea for a start-up venture.
2	Develop and present a business plan for a start-up venture.
3	Select and apply appropriate techniques to deliver an effective business pitch presentation.

Assessment

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.

Indicative Assessment 1: Will take the form of a feasibility study (2,500 words). Students will be able to focus on their own business idea or may explore ideas from a given list.

Indicative Assessment 2: Will take the form of a portfolio which will consist of a business plan (2,000 words) and a pitch presentation (5 minutes). Students will be able to focus on their own business idea or may explore ideas from a given list.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Report	50%
2	2, 3	Portfolio	50%

Derogations

None

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour seminars and 2-hour workshops.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Recorded lectures will be provided through the VLE to provide a broad outline structure for each topic to be covered.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

Indicative Syllabus Outline

- Introduction to Innovation and Entrepreneurship
- Sources of Innovation and Entrepreneurial Creativity
- Opportunity generation: from concept to start-up
- Generating a viable business model
- Assessing the viability of business models
- Developing a successful business model and value proposition through customer and market discovery
- Writing feasibility studies
- Writing Business Plans
- Pitching and selling a business model
- Reflecting on the entrepreneurial process.

Indicative Bibliography:

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

Essential Reads

- Bessant, J. R., Tidd, J. (2015). *Innovation and Entrepreneurship*. 3rd edition. Wiley and Sons Ltd: Chichester, UK.

Other indicative reading

- Scarborough, N, & Cornwall, J (2018), *Essentials of Entrepreneurship and Small Business Management*, EBook, Global Edition : Scarborough Essentials of Entrepreneurship and Small Business Management 9, Pearson Education, Limited, Harlow.

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

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication