

Module specification

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| Module code | BUS7B67 |
| Module title | Innovation and Entrepreneurship |
| Level | 7 |
| Credit value | 30 |
| Faculty | Glyndwr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting |
| Module Leader | Dr Simon Taylor |
| HECoS Code | 100078 |
| Cost Code | GAMG |

Programmes in which module to be offered

| Programme title | Is the module core or option for this programme |
|---------------------------------------|---|
| Master of Business Administration MBA | Core |

Pre-requisites

None

Breakdown of module hours

| | |
|--|----------------|
| Learning and teaching hours | 33 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 | 33 hrs |
| Placement / work based learning | 0 hrs |
| Guided independent study | 267 hrs |
| Module duration (total hours) | 300 hrs |

| For office use only | |
|------------------------------|--------------|
| Initial approval date | 8 April 2022 |
| With effect from date | June 2022 |
| Date and details of revision | |

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| For office use only | |
| Version number | 1 |

Module aims

This module integrates thoughts and concepts from the fields of Entrepreneurship and Innovation to create a learning environment that allows students to deconstruct taken-for-granted tools, theories and practices by thinking-out of the box, to create hands-on solutions to contemporary business problems as well as develop the ability to stretch boundaries in an attempt to identify innovative entrepreneurial solutions.

In this module, students will consider the role that innovation and entrepreneurship plays in fulfilling broader organisational outcomes. Students will explore various factors which influence the entrepreneurial practice in different context and will consider way in which barriers to entrepreneurial practice may be removed. The module will provide an opportunity for students to develop courses of action to achieve entrepreneurial aims and reflect on the entrepreneurial leadership characteristics. The module will enable the students to develop critical thinking around a new entrepreneurial project and determine the managerial and resource priorities that are required to enable the proposed business to operate efficiently, sustainably and successfully.

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

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|---|--|
| 1 | Critically evaluate the role that innovation and entrepreneurship plays in fulfilling broader organisational outcomes. |
| 2 | Analyse the complex factors which affect entrepreneurial practice in different contexts, and recommend and justify solutions to removing barriers to entrepreneurial practice. |
| 3 | Develop and justify a course of action to achieve an entrepreneurial aim. |
| 4 | Critically analyse and reflect on the traits, skills and behaviours of effective entrepreneurial leaders. |

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 written assignment (3,000 words) in which students will be working with a case study.

Indicative Assessment 2: Will take the form of a portfolio (3,000 words equivalence), divided into several tasks that could take one or more of the following formats: written responses to tasks (500-1,500 words), responses recorded in audio or video format (5-15 minutes) and reflective tasks (500-1,500 words).

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|-------------------|-----------------------------|--------------------|---------------|
| 1 | 1, 2 | Written Assignment | 50% |

| | | | |
|---|------|-----------|-----|
| 2 | 3, 4 | 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 lectures, seminars and workshops.

Lectures provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

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.

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.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- 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

- Types of innovation
- Innovation a process of change
- Forms of entrepreneurship (entrepreneurship, intrapreneurship, social entrepreneurship)
- Contexts of entrepreneurship
- Theoretical concepts and contemporary thinking
- Multi-dimensional issues which impact on entrepreneurial practice
- Barriers to entrepreneurial practice (e.g. commercialisation and viability of the process/idea/opportunity, measurement of success, cultural dimensions, the entrepreneur as a 'disruptor')

- Behavioural and managerial competences and know-hows of entrepreneurial leadership
- Courses of action to achieve an entrepreneurial aim

Indicative Bibliography:

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

Essential Reads

- Higgins, D, Jones, P, McGowan, P (eds) (2019) *Creating Entrepreneurial Space : Talking Through Multi-Voices, Reflections on Emerging Debates*, Emerald Publishing Limited, Bingley
- Burns, P. (2013). *Corporate Entrepreneurship: Innovation and strategy in large organisations*. 3rd edition. Palgrave Macmillan.
- Deakins, D. and Freel, A. (2009). *Entrepreneurship and Small Firms*. 5th Edition. McGraw-Hill.
- Tidd, J, and Bessant, J. (2014) *Strategic Innovation Management*, John Wiley, Chichester

Other indicative reading

- Resources available through CMI Management Direct
- Bygrave, D. and Zacharakis, A. (2010). *Entrepreneurship*. John Wiley and Sons.
- Osterwalder, A. and Pigneur, Y. (2011). *Business Model Generation: A handbook for visionaries, game changers and challenger*. Journal of business

Journals

- International Journal of Entrepreneurial Behaviour and Research
- International Journal of Entrepreneurship and Innovation
- Management Review
- Management Today
- Strategic Entrepreneurship Journal
- Academy of Management Review
- Harvard Business Review

Employability skills – the Glyndwr Graduate

Each module and programme is designed to cover core Glyndwr Graduate Attributes with the aim that each Graduate will leave Glyndwr 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
Emotional Intelligence
Communication