

Module specification

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

Module code	ONL505
Module title	Entrepreneurship and Innovation
Level	5
Credit value	20
Faculty	SLS
HECoS Code	101221
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BBA (Hons) Business Administration	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 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	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	12/08/2020
With effect from date	04/01/2021
Date and details of revision	
Version number	1

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	Assess the key concepts and theories behind innovation and entrepreneurship
2	Demonstrate a critical 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 (750 words)

Analyse and Evaluate the key concepts and theories behind innovation and entrepreneurship

Assessment 2 (750 words)

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

Assessment 3 (1500 words)

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, 3	Report	25
2	2, 4	Report	25
3	1, 2, 3, 4, 5	Report	50

Derogations

None

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, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. The assessments will be in the format of three reports and will comprehensively apply the concepts and application of innovation and entrepreneurship to the business environment.

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 of 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 a help-line for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

- Introduction to Innovation and Entrepreneurship
- Sustainable innovation and Entrepreneurship
- Sources of Innovation and Entrepreneurial Creativity
- Leadership, Networks and Teams
- Building the case
- Creating and Developing New Products and Services
- Growing the enterprise: Business and talent development
- Creating and Capturing Value
- Managing Innovation and Entrepreneurship

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

Textbooks:

Barringer, B. R., Ireland, R. D. (2018). *Entrepreneurship: Successfully Launching New Ventures, Global Edition (6th edition)*. Pearson Education: Harlow, UK.

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

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

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

Journals:

European Management Journal
Industrial Marketing Management
Journal of Business Research

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. [Click here to read more about the Glyndwr Graduate attributes](#)

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