



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Business Innovation and Growth				
Module Code	UMSD87-15-3	Level	3	Version	1.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Strategy and International Business		
Department	BBS, Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) Business Enterprise; BA (Hons) Business and Management; BA(Hons) Accounting and Finance; BSc(Hons) Information Technology				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	Advanced Entrepreneurship UMSD84-15-3	Module Entry requirements	None		
First CAP Approval Date	QMAC Dec 2011		Valid from	September 2012	
Revision CAP Approval Date	13 February 2014		Revised with effect from	September 2014	

Review Date	September 2018
--------------------	----------------

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> - Demonstrate a clear understanding of the present state of a business. (A&B) - Critically evaluate the role and nature of entrepreneurship in the process of identification, evaluation and exploitation of growth opportunities. (A&B) - Critically evaluate the entrepreneurial vision, growth and innovation strategies for a business. (A&B) - Critically evaluate the concept of leadership and explain the nature of leadership in entrepreneurial contexts. (A&B) - Provide a clear understanding of leadership development as business grows and how this might change through various recognised stages, i.e. from a manager to a strategic leader and explore in depth the impact of this development on enterprise innovation and growth. (A&B) - Evaluate the innovation process within a company with reference to theoretical concepts and models. (A&B) - Understand the nature of innovation management within a firm and appreciate the role of innovation in economic development. A&B
Syllabus Outline	<p>The module is designed around three themes:</p> <p>1 Strategies for growth</p> <ul style="list-style-type: none"> - Comprehension of business's strategy for growth. - Diagnostic skills – what is the current strategy in an organisation?

	<ul style="list-style-type: none"> - Growth theories for SMEs, social enterprises and commercial. - Growth strategy for large firms. - Management of growth. <p>2 Innovation management:</p> <ul style="list-style-type: none"> - The nature and role of innovation in business growth. - Managing the innovation process. - The role of the manager/firm size in innovation. <p>3. Leadership and strategic planning in entrepreneurial context.</p> <ul style="list-style-type: none"> - Understanding the founder's changing role as business grows - Leadership theories. - Impact of leadership on business vision, culture and strategy. - Entrepreneurial strategies. - Corporate Entrepreneurship. - Intrapreneurship.
Contact Hours	<p>Module contact will be 3 hours per week of a combination of lectures and seminars. Seminars will be used to explore case studies for which research and preparation is required. Students will prepare and discuss their case studies in seminars and then be written up and submitted as individual case portfolios.</p>
Teaching and Learning Methods	<p>Teaching Strategy – The module examines both theory and practice of entrepreneurship, innovation and leadership. The teaching will involve a mix of interactive lectures (focusing on theory, academic insight, and practical business requirements) alongside, discussions based on students' business case studies (practical application). Students will be expected to use their own research materials and experiences in lectures and seminar discussions.</p> <p>Learning Strategy – Students will need to complete the necessary preparatory reading and exercises prior to class, along with studying case materials (Essential Reading). Their learning will be enhanced by class discussions. Students will be expected to put forward, rationalise, substantiate and defend points of view on controversial matters in class.</p> <p>The BBS Study Skills web page provides support and guidance in a range of areas:</p> <p>http://www.uwe.ac.uk/bbs/studyskills/skills.shtml, and students will be guided to use this resource where appropriate.</p>
Key Information Sets Information	<p>Blackboard will be used extensively for weekly guided independent study work: to support students' learning and facilitate interactions between students.</p> <p>Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module.</p> <p>Business Innovation and Growth is a 15 credit standard module. This equates to 150 hours of study. The following table provides a rough breakdown of how these hours might reasonably be spent:</p>

Key Information Set - Module data				
Number of credits for this module				15
Hours to be allocated	Scheduled learning and teaching study hours: Lectures and seminars	Independent study hours and assessment: empirical research, interviews and data collection for individual company case study.	Placement study hours	Allocated Hours
150	36	114	0	150

The table below indicates as a percentage, the total assessment of the module which constitutes two components:

- **Controlled element:** Individual case study portfolio
- **Coursework:** Individual Business Report

Total assessment of the module:		
Individual case study portfolio percentage		30%
Coursework assessment percentage		70%
		100%

Reading Strategy

Reading List link <https://uwe.rl.talis.com/search.html?q=UMSD87-15-3&qbutton=>

Part 3: Assessment	
Assessment Strategy	<p>The assessment strategy has been chosen to provide students with the opportunity to conduct an in-depth investigation of a business of their choice and to encourage participation in seminar-based discussions of case materials. Summative assessment includes two elements:</p> <p>Component A - Individual Case Portfolio will consist of three cases covering the three themes of the module. Students will use their case research materials as a basis for in class discussions and then written up and submitted as a portfolio. The case will enable students to develop their understanding of innovation management, business growth, leadership and entrepreneurial strategy (1500 - 2000 words).</p> <p>Component B – Individual Business Report will assess the students’ ability to conduct primary research on an organisation focusing on at least two of the four areas: innovation management; leadership; entrepreneurial strategy; business growth (3000 words).</p> <p>Formative assessment will be provided in tutorials and through the use of case study work/discussions.</p>

Identify final assessment component and element	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	30%	70%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Individual Case Portfolio (1500-2000)	100%	
Component B Description of each element	Element weighting	
1. Individual Business Report (3000 words)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Individual Case Portfolio (1500 - 2000 words)	100%	
Component B Description of each element	Element weighting	
1. Individual Business Report (3000 words)	100%	