



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Business Innovation and Growth				
Module Code	UMSD87-15-3	Level	3	Version	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				
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		Revised with effect from			

Review Date	September 2018
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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"> - Critically evaluate the entrepreneurial vision, growth and innovation strategies for a business and make recommendations for enhancement. (B) - Critically evaluate the role and nature of entrepreneurship in the identification, evaluation and exploitation of growth opportunities. (A) - Evaluate the innovation posture of a company with reference to theoretical concepts and models. (A) - Provide evidence of systematic understanding of the nature of entrepreneurial strategic management within an organisation. (B) - Understand the nature of innovation management within a firm. (A & B)
Syllabus Outline	<p>The module is designed around three themes:</p> <ol style="list-style-type: none"> 1. Innovation management: the role of innovation in growth, developing innovation capacity, managing the innovation process, the role of the manager in innovation. 2. Strategies for growth - Comprehension of the business's strategy for growth. <ul style="list-style-type: none"> - Diagnostic skills – what is the current strategy in an organisation? - Growth theories for SMEs, social enterprises and commercial - Growth strategy for large firms - Growth challenges 3. Strategic planning and implementation in entrepreneurial context. <ul style="list-style-type: none"> - Vision and culture and impact on strategy - Management of growth - Entrepreneurial strategies

	<ul style="list-style-type: none"> - Corporate Entrepreneurship - Intrapreneurship 																								
Contact Hours/Scheduled Hours	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 preparation is required. Prepared case studies will be discussed in seminars and then written up and submitted as part of the Case Portfolio.																								
Teaching and Learning Methods	<p>Extensive use will be made of Blackboard for weekly guided independent study work; to support students' learning; and to 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> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">1. Attendance at scheduled learning activities:</td> </tr> <tr> <td>Lectures</td> <td style="text-align: right;">18</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">18</td> </tr> <tr> <td colspan="2">2. Independent learning includes hours engaged with essential reading, workshop preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.</td> </tr> <tr> <td>Seminar preparation activities – reading, research and case studies</td> <td style="text-align: right;">24</td> </tr> <tr> <td>Blackboard</td> <td style="text-align: right;">15</td> </tr> <tr> <td colspan="2">3. Assessment</td> </tr> <tr> <td colspan="2">Portfolio</td> </tr> <tr> <td>Five Case Portfolio exercises</td> <td style="text-align: right;">25</td> </tr> <tr> <td colspan="2">Individual Report</td> </tr> <tr> <td>Empirical research, interview and data collection for the individual company case study and teaching note</td> <td style="text-align: right;">50</td> </tr> <tr> <td>TOTAL</td> <td style="text-align: right;">150</td> </tr> </table>	1. Attendance at scheduled learning activities:		Lectures	18	Seminars	18	2. Independent learning includes hours engaged with essential reading, workshop preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.		Seminar preparation activities – reading, research and case studies	24	Blackboard	15	3. Assessment		Portfolio		Five Case Portfolio exercises	25	Individual Report		Empirical research, interview and data collection for the individual company case study and teaching note	50	TOTAL	150
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Reading Strategy	<p>The essential reading will be specified in the module handbook and on Blackboard at the start of the module. The current core text is:</p> <p>Burns, P. (2010) <i>Corporate Entrepreneurship</i>. London: Palgrave.</p> <p>Further Reading</p> <p>Further reading beyond the core texts is required on this module to bring a depth and breadth of knowledge and understanding; to explore the topic from different perspectives; and to make clear links between relevant theory and practice.</p> <p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely.</p>																								
Indicative Reading List	<p>The list below provides some indicative additional texts. More comprehensive guidance is provided in the module handbook.</p> <p>Bridge, S., O'Neill, K., and Cromie, S. (2003) <i>Understanding enterprise, entrepreneurship and small business</i>. 2nd ed. Basingstoke: Palgrave Macmillan. [</p> <p>Burns, P. (2006) <i>Entrepreneurship and small business</i>. 2nd ed. Basingstoke: Palgrave Macmillan.</p> <p>Butler, D. (2006) <i>Enterprise planning and development: small business start-up, survival and</i></p>																								

development. London: Elsevier Butterworth-Heinemann.
 Carter, S. & Jones-Evans, D., (2006) *Enterprise and small business: principles, practice and policy*. 2nd ed. Harlow: FT/Prentice Hall.
 Deakins, D. and Freel, M. (2005) *Entrepreneurship and small firms*. 4th ed. Maidenhead: McGraw-Hill.
 Legge, J.M. and Hindle, K.G. (2004) *Entrepreneurship: context, vision and planning*. Basingstoke: Palgrave Macmillan.
 Timmons, J.A. and Spinelli, S. (2009) *New venture creation: entrepreneurship for the 21st century*. 7th ed. London: McGraw-Hill.
 Wickham, P. A. (2006) *Strategic entrepreneurship*, 4th ed. Harlow: FT/Prentice Hall.
 Zimmerer, T. (2007) *Essentials of entrepreneurship and small business management*. 5th ed. London: Prentice Hall.

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 a series of five cases that are prepared and discussed in tutorials and then written up and submitted altogether in the portfolio. The cases will be chosen such that they enable students to develop their understanding of innovation management, business growth and entrepreneurial strategy. Not less than 1500 words in total.</p> <p>Component B – Individual Business Report will be conducted using primary research on an organisation focused on one of three areas: innovation management; entrepreneurial strategy; business growth. Not less than 3000 words.</p> <p>Formative assessment will be provided in tutorials and through the use of case study work/discussions.</p>
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Identify final assessment component and element	Component A – Individual Case Portfolio	
% 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 (as % of component)
1. Individual Case Portfolio (min 1500 words)	100%
Component B Description of each element	Element weighting (as % of component)
1. Individual Business Report (min 3000 words)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Extended Portfolio Reflective commentary (1,500 words)	100%
Component B Description of each element	Element weighting (as % of component)
1. Resubmission of the Individual Business Report including separate reflective commentary on feedback incorporated into report (min. 3000 words).	100%

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated

by the Module Description at the time that retake commences.