**Module Specification**

# Business Innovation and Growth

Version: 2023-24, v3.0, 21 Jun 2023

**Contents**

## Part 1: Information

**Module title:** Business Innovation and Growth

**Module code:** UMSD87-15-3

**Level:** Level 6

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Strategy and International Business

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Entrepreneurship - Ideas and Practices 2023-24

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes

**Outline syllabus:** The module is designed around three themes:

Strategies for growth:

Comprehension of business's strategy for growth.

Diagnostic skills – what is the current strategy in an organisation?

Growth theories for SMEs, social enterprises and commercial.

Growth strategy for large firms.

Management of growth.

Innovation management:

The nature and role of innovation in business growth.

Managing the innovation process.

The role of the manager/firm size in innovation.

Leadership and strategic planning in entrepreneurial context:

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.

## Part 3: Teaching and learning methods

**Teaching and learning methods:** 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.

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.

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.

The BBS Study Skills web page provides support and guidance in a range of areas.

Blackboard will be used extensively for weekly guided independent study work: to support students' learning and facilitate interactions between students.

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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate a clear understanding of the present state of a business

**MO2** Critically evaluate the role and nature of entrepreneurship in the process of identification, evaluation and exploitation of growth opportunities

**MO3** Critically evaluate the entrepreneurial vision, growth and innovation strategies for a business

**MO4** Critically evaluate the concept of leadership and explain the nature of leadership in entrepreneurial contexts

**MO5** 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

**MO6** Evaluate the innovation process within a company with reference to theoretical concepts and models

**MO7** Understand the nature of innovation management within a firm and appreciate the role of innovation in economic development

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/umsd87-15-3.html


## Part 4: Assessment

**Assessment strategy:** 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 tasks:

Task 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  words).

Task 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 (2000 words).

Formative assessment will be provided in tutorials and through the  use of case study work/discussions.

**Assessment components:**

**Portfolio** (First Sit)

Description: Individual case portfolio (1500 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Report** (First Sit)

Description: Individual busines report (2000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Portfolio** (Resit)

Description: Individual case portfolio (1500 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7


**Report** (Resit)

Description: Individual business report (2,000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7


## Part 5: Contributes towards

This module contributes towards the following programmes of study:

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2023-24

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2022-23

Information Technology Management for Business [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Accounting and Management [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business and Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Information Technology {Dual}[Mar][FT][Taylors][3yrs] BSc (Hons) 2021-22

Accounting and Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Accounting and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Accounting and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Accounting and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2019-20