



## **Module Specification**

### **Entrepreneurship and Innovation**

Version: 2026-27, v1.0, 21 Aug 2024

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>4</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>6</b>

## Part 1: Information

**Module title:** Entrepreneurship and Innovation

**Module code:** UMETBV-15-2

**Level:** Level 5

**For implementation from:** 2026-27

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**College:** College of Business and Law

**School:** CBL Bristol Business School

**Partner institutions:** None

**Field:** Economics

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

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

## Part 2: Description

**Overview:** This module covers processes of entrepreneurship and innovation, enabling students to understand how new ideas emerge and are shaped, developed and implemented in a broad range of contexts. In this highly practice-based module, recent concepts relevant to small and large firms are investigated in live case studies. By exploring how new businesses form and how new ideas develop while focusing on enablers and obstacles of such processes, students gain key skills to

effectively address new and dynamically changing environments as future managers or entrepreneurs.

**Features:** Not applicable

**Educational aims:** In addition to the Module Learning Outcomes, the modules aims to:

Develop students' skills in selecting and conducting interviews with business founders, enhancing students' ability to gather primary data and engage with real-world entrepreneurs;

Foster comprehension of the entrepreneurial process through case studies and practical examples, enabling students to recognise the various stages and challenges involved in starting and growing a business;

Enhance understanding of the role of innovation in entrepreneurship by exploring how innovative ideas, products, and processes contribute to the success and sustainability of businesses;

Promote the application of theoretical concepts to practical scenarios by providing opportunities for students to apply relevant entrepreneurship theories and frameworks to real-life entrepreneurial situations, facilitating a deeper understanding of the subject matter.

**Outline syllabus:** Topics covered in this module will include:

Introduction to Entrepreneurship - Overview of entrepreneurship, its importance and basic concepts and principles.

Introduction to Innovation - Overview of types of innovation and what matters in innovation management.

Creativity and Innovation - Techniques to foster creativity and innovation in organisations, as the start of the entrepreneurial process.

Entrepreneurial Processes - Detailed review of main entrepreneurial processes (notably Effectuation, Bricolage).

Managing Growth and Scaling - Review of issues that may arise as small businesses

grow (including Strategy, Market Entry, Managing People, Obtaining Finance, Operational Improvement).

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Contact will be through weekly lectures and workshops. Students will be expected to prepare for the workshop activity and guidance will be given on the content of that preparation.

Teaching Strategy - The module examines both theory and practice of entrepreneurship and innovation. The teaching will involve a mix of interactive lectures (focusing on theory, academic insight, and practical business requirements) alongside discussions based on students' chosen live case studies (practical application). Students will be expected to use their own research materials and experiences in lectures and seminar discussions.

Learning Strategy - Students are expected to (1) identify and interview a business founder within the first 3 weeks of the module, using interview questions provided to them and (2) engage in private study to obtain and analyse the core readings and to prepare materials for discussion. Students are expected to develop independent learning skills through sourcing relevant material, especially through the library's various electronic databases. Their learning will be enhanced by class discussions.

Following the 3Ps framework, students should:

Prepare for each tutorial by having completed the preparatory mandatory reading for the week, reviewed the lectures' concepts by re-watching the lecture recordings and potential additional material, and by having demonstrably applied these concepts to example cases. Students should strive to individually and independently explain and teach the concepts to others.

Participate in class discussions by discussing the topics in groups, presenting the synthesis of group discussions, asking questions and keeping an inquisitive, curious

and critical mind throughout the lectures and tutorial sessions.

Practise by applying concepts to their chosen case, and demonstrating this competently in their final assessment.

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

**MO1** Discuss established entrepreneurship and innovation principles and processes and apply these in practice.

**MO2** Evaluate entrepreneurship and innovation information critically and utilise it to assess alternative decisions effectively.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umetbv-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umetbv-15-2.html>

## **Part 4: Assessment**

**Assessment strategy:** The students' achievements of the module outcomes will be assessed with the production of a report on their own, live case study, focusing on at least two of the three areas: entrepreneurial process; innovation management; business growth (2500 words).

Students will need to conduct primary research (in the form of an interview) on a business founder and their organisation at the start of the module, using questions provided. Throughout the semester, theories and concepts covered in the module will be applied to their case during class discussions. In their final report, students will be assessed on their ability to apply these concepts and draw relevant

conclusions leading to recommendations for practice.

Formative assessments will be provided via exercises during tutorials, online quizzes and discussions focusing on the students' chosen cases as well as other examples including a guest lecture case.

### **Assessment tasks:**

#### **Case Study (First Sit)**

Description: Written report on an individual case study (2500 words).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

#### **Case Study (Resit)**

Description: Written report on an individual case study (2500 words).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

### **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Economics [Villa] BA (Hons) 2025-26

Business Management and Economics [Frenchay] BA (Hons) 2025-26