



MODULE SPECIFICATION

Part 1: Information			
Module Title	Entrepreneurship and Innovation		
Module Code	UMSDPW-15-M	Level	M
For implementation from	January 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Strategy and International Business
Department	BBS: Business and Management		
Contributes towards	MSc International Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>This module is summed up by the question: “Why does innovation matter?” The aim of this module is to help you understand the key principles and concepts of entrepreneurship and innovation management and how they relate to business growth, society and the economy. The module will explore the conceptual and practical links between entrepreneurship and innovation and its implications for management. Current issues will be introduced such as: How do firms build innovative organisations? How do they develop innovative strategies? How do firms and identify and exploit innovative opportunities?</p> <p>This module will be taught by lectures, interactive games and exercises, and through discussion of real-life case study material. At the start of the module, you will be given guidance on how to best use the case method as a means of learning. You will be expected to complete the necessary preparatory reading and exercises prior to class, along with studying any set case material (essential reading). Learning will be enhanced by class discussion and you will be expected to put forward, rationalise, substantiate and defend points of view on controversial matters in class.</p> <p>Topics likely to be covered are:</p> <ul style="list-style-type: none"> • Context Enterprise and Entrepreneurship • Innovation: What is it and why it matters? • Building an Innovative Organisation

- Innovation Strategy
- Sources of innovation
- Opportunity recognition
- Selecting & Implementing Innovations
- Innovation and business growth
- Social Entrepreneurship and Social Innovation
- Exploiting knowledge & Intellectual property
- Innovation in the context of SMEs

Part 3: Assessment

Assessed will be on the basis of an examination of 2 hours (50%) and a short report (50%) summarising key issues from the students' seminar presentation.

Examination

50% of the total assessment for this course is by means of a single examination, lasting two hours

Coursework

The remaining 50% of the total assessment for this module is based on coursework. During the course, students will be expected to introduce one seminar discussion, based around analysis of a specific case study. This will be done in small groups. For each group this assignment involves:

- Preparing a 15 minute presentation to be given in the seminar. Using visual aids as appropriate (e.g. PPT). The presentation should briefly summarise key points from the case study, but the main emphasis should be on presenting their own thought. Students will receive formative feedback on this presentation to help with the case study.
- Preparing a 2,000 word group report on the case study. This report should summarise the main points of the case in the first part and then present a critical analysis based on the concepts introduced throughout the course, raising questions for further discussion in the seminar. The analysis should take up at least half of the report.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Examination under controlled conditions (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Group Report (2,000) 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. Examination under controlled conditions (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual Assignment (1500) words	100%	

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	<p>On successful completion of this students will be able to:</p> <ul style="list-style-type: none"> • Be familiar with the main issues and literature associated with entrepreneurship and innovation management and have an understanding of business innovation and creativity, intrapreneurial and entrepreneurial behaviour and the management and exploitation of intellectual property (Component A & B) • Be able to synthesise the literature on entrepreneurship and innovation and apply concepts deriving from it in the context of a practical situation (component A & B) • Be able to present and support arguments in favour of the approaches they recommend or criticise in the course assignments (Component A & B) • Be able to collect and assimilate information on companies and other organisations using library and IT sources (Component B) • Develop presentation, group networking and writing skills (Component B) 																																			
<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<table border="1" data-bbox="550 705 1396 1064"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5">Number of credits for this module</td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="662 1377 1292 1590"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	50%	Coursework assessment percentage	50%	Practical exam assessment percentage	0%		100%
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Reading List	https://uwe.rl.talis.com/lists/E6083B2F-1D37-9238-7950-D1B0CC3FE1F3.html																																			

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First CAP Approval Date	UVP 10 July 2018 link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2	Link to RIA