



Module Specification

Entrepreneurship and Innovation

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Part 1: Information

Module title: Entrepreneurship and Innovation

Module code: UMSDPW-15-M

Level: Level 7

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: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module is summed up by the question: “Why does innovation matter?”

Features: Not applicable

Educational aims: 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 identify and exploit innovative opportunities?

Outline syllabus: Topics likely to be covered are:

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: Teaching and learning methods

Teaching and learning methods: 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.

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

MO1 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

MO2 Be able to synthesise the literature on entrepreneurship and innovation and apply concepts deriving from it in the context of a practical situation

MO3 Be able to present and support arguments in favour of the approaches they recommend or criticise in the course assignments

MO4 Be able to collect and assimilate information on companies and other organisations using library and IT sources

MO5 Develop presentation, group networking and writing skills

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](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Examination (First Sit)

Description: Examination under controlled conditions (2 hours)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (First Sit)

Description: Report and presentation

Weighting: 50 %

Final assessment: Yes

Group work: Yes

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

Examination (Resit)

Description: Examination under controlled conditions (2 hours)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (Resit)

Description: Report and presentation

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study: