

Module code: MOD007668	Version: 1 Date Amended: 16/Jul/2020
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1. Module Title
Innovation and Entrepreneurship

2a. Module Leader
Tabish Zaman

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

You'll critically review existing entrepreneurship and innovation models and concepts, including process models, and explore 'patchwork' and 'opportunity' based approaches to entrepreneurship and innovation. During the module you'll explore how 'innovation' comes from a variety of sources, examine the principles of 'open' innovation, and recognise the importance of exploiting available networks and of developing an innovative culture.

Your ability to analyse and critique 'entrepreneurial' business models, both existing and conceptual will be improved through the utilisation of tools such as the Business Model Canvas. You'll think creatively by proposing innovative solutions to creating and capturing value through the medium of consultancy report and applying some of the theoretical underpinnings of the module.

Finally, the principles of entrepreneurship and innovation are analysed in the context of entrepreneurs, start-up and family businesses from across the globe, in various commercial, public-sector and not-for-profit sectors, emphasising the importance and challenges of 'social' and 'sustainability-led' innovation.

6b. Outline Content

1. The Innovation Imperative
2. Innovation and Entrepreneurship, Globalisation and Development Entrepreneurial Creativity
3. Sources of Innovation
4. Search Strategies for Innovation
5. Leadership and Teams
6. Open Innovation
7. Exploiting Networks
8. Business Models and Capturing Value
9. Developing New Products and Services
10. Social Innovation
11. Sustainability-led Innovation

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Apply theoretical models and practical approaches relevant to the fields of Entrepreneurship and Innovation;
2	Knowledge and Understanding	Develop a critical understanding of the role and importance of creativity in the innovation process, and the approaches through which creativity can be developed;
3	Intellectual, practical, affective and transferrable skills	Deconstruct existing and conceptual business models of entrepreneurs, start up and family businesses, using tools such as the Business Model Canvas;
4	Intellectual, practical, affective and transferrable skills	Develop a consultancy report recommending changes to an entrepreneur, start up or family business's existing business model.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	28	1-4	1 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours Followed by; 1 hr Tutorials (face-to-face, with a SSR of 100:1) per 12 weeks Followed by; 1 hr Workshops (face-to-face, with a SSR of about 25:1) per 12 weeks
Student managed learning	122	1-4	Reading, session preparation, assessment preparation, research, writing. Including time spent on online community (e.g. padlet, which will be moderated weekly or about 40 minutes per week by module leader
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-3	35 (%)	Fine Grade	40 (%)
10 minute presentation of a deconstruction of an entrepreneurial business model, with 5 min Q&A					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	2-4	65 (%)	Fine Grade	40 (%)
2000 word consultancy report providing business model recommendations for an entrepreneurial organisation; group project.					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]