

Enterprise and Innovation in Practice

Module Code:	EAE6003-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Entrepreneurship and Enterprise
FHEQ Level:	FHEQ Level 6
Module Leader:	Mr Shahid Rasul

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	8
Tutorials	18
Directed Study	174

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 2
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To reinforce and integrate your existing business knowledge and challenge you to further develop your commercial awareness, personal enterprise, interpersonal, innovation, strategic planning and management capabilities. Through working in teams on an

'organisation hosted' or 'independent' project you will have the opportunity to put your knowledge and skills into practice and enhance both your entrepreneurial and employability competencies.

Outline Syllabus

Defining Enterprise and Innovation.
The Enterprising Mind.
Effectual Reasoning.
Opportunity Recognition.
Constructing and Evaluating a Business Model.
Planning for Enterprise.
Developing a Project Identity and Structure.
Business Consultancy Skills.
Presenting Ideas.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - a) recognise the importance of enterprise and innovation for personal and socio-economic development;
 - b) appreciate the challenges of pursuing innovation within organisations, projects and new venture creation;
 - c) recognise the role of social, human and financial capital within organisations, projects and new venture creation.
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 - a) develop personal enterprise and innovation skills;
 - b) recognise entrepreneurial opportunities and apply them within organisations, projects and new venture creation;
 - c) appreciate the role of social, human and financial capital within organisations, projects and new venture creation;
 - d) apply innovation principles within organisations, projects and new venture creation;
 - e) apply classroom based learning to real world contexts.
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 - a) develop commercial awareness;
 - b) communicate and present oral and written arguments, plan and manage projects within an agreed framework and present ideas, findings and recommendations;
 - c) self-manage and work with others, demonstrating the capacity to plan, share, and be an effective team member;
 - d) improve your own learning and performance, effectively managing your own educational and professional development;
 - e) identify and solve problems;
 - f) develop skills, networks and social and human capital for personal enterprise, enterprise creation and employability.

Learning, Teaching and Assessment Strategy

This module is delivered through a combination of lectures, presentations, workshops and staff and student led tutorials. You will work in teams on an 'organisation hosted' or 'independent' project with the emphasis on 'social' and 'experiential' learning, where learning will take place through feedback and interactions with peers, academic tutors,

external speakers & mentors. Each session will be structured around the skills and knowledge required for completion of the project & directed study will involve working in small teams to conduct desk & field research in order to gather relevant data and information to develop strategies and recommendations.

Formative feedback will be given through workshop & tutorial activities, peer assessment & feedback from external speakers. This formative feedback will feed into an assessed portfolio and preparation of a group report.

Learning, teaching & assessment are integrated, through participating in the class room sessions and the project, you will engage in all aspects of the learning outcomes. Lectures & tutorials will encourage you to recognise the importance of enterprise & innovation for your own personal development (LO 1a). Working in teams on a project will encourage the development of personal and interpersonal skills (LOs 2a, 3b, 3c, 3d and 3e) and an appreciation of the practicalities of implementing 'projects' and interacting with others (LOs 1b, 1c and 2b). Participation in a practical project will enhance employability skills & the ability to reflect & develop personal and business skills (LOs 3a and 3f).

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Group presentation and report of up to 5000 words	0 hours	30%	No
Summative	Coursework	Individual assignment of up to 2500 words	0 hours	70%	Yes
Referral	Coursework	Supplementary: Individual assignment of up to 2500 words	0 hours	70%	No
Referral	Coursework	Supplementary: Individual project of up to 2000 words	0 hours	30%	No

Legacy Code (if applicable)

MAN3039D

Reading List

To view Reading List, please go to [rebus:list](#).