

Entrepreneurship and Innovation

Module Code:	EAE7002-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Entrepreneurship and Enterprise
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Laboratory	24
Directed Study	52

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

To provide you with a strong connection between the theoretical understanding of issues relating to entrepreneurship, innovation and business venturing. By exploring both the theory and reality this module provides opportunities for you to develop and demonstrate knowledge and understanding of the process of entrepreneurship, innovation and entrepreneurial management.

Outline Syllabus

Introduction to Entrepreneurship and Innovation; understanding the entrepreneur and entrepreneurship; Creativity and Innovation; Innovation Management; Business venturing and planning.

Module Learning Outcomes

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

- 1 Show a broad but rigorous understanding of the concepts, constructs and frameworks applicable to entrepreneurship and innovation, and of the tools and techniques used to support decision making;
- 2 Critically evaluate and develop investigative designs that will facilitate the collection of data to support the construction and presentation of business cases;
- 3 Demonstrate adaptability and originality in tackling and solving problems, and the ability to work cooperatively with others and provide ethical leadership in bringing about innovation.

Learning, Teaching and Assessment Strategy

The module combines the following elements: lectures with handouts to cover the essential concepts and topics; tutorials involving class discussions on case studies that decipher relevant concepts; and videos and guest speakers are used to provide real-life experiences. All teaching is supported by information supplied on VLE. The lectures and tutorials ensure that you experience different learning opportunities both individually and in small groups. Practical study involves working on developing an idea for an innovation or a business and gaining support for that idea. Directed study includes personal reading and scholarship, use of key concepts in the analysis of real life cases, the implementation of new concepts in the process of business venturing. Learning outcome (LO1) utilises knowledge disseminated through lectures, practiced in tutorials, and the results of directed study and is assessed through assessment 1. Formative feedback is provided in tutorials and summative feedback is provided on evaluation of assessment 1. Learning outcome (LO2) utilises knowledge disseminated through lectures, and the experiences of your practical study. The largely formative learning outcome (LO3) involves originality in tackling and solving problems and the ability to work collaboratively. ESD is not explicitly covered in this module.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual assignment (1500 words)	0 hours	30%	Yes

Summative	Coursework	Individual assignment (1000 words)	0 hours	70%	Yes
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Legacy Code (if applicable)

MAN4284M

Reading List

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