

Module Details	
Module Title	Entrepreneurship, Creativity and Innovation
Module Code	EAE5001-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	24
Online Lecture (Synchronous)	6
Tutorials	6
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
This module will introduce you to the concepts of entrepreneurship, creativity and innovation. You will explore the application of these concepts from a broad perspective in order to appreciate their relevance not only in venture creation but in addressing wider socio-economic concerns. The aim is to equip you with the knowledge and skills to enable you to generate, recognise, evaluate and pursue opportunities. This could be to create a new enterprise or apply creativity and innovation to address a challenge within an organisation.

Outline Syllabus
N/A

Learning Outcomes	
Outcome Number	Description
01	1A Discuss the theoretical interpretations of entrepreneurship, creativity and innovation. 1B Analyse the inter-relationship between entrepreneurship, creativity and innovation. 1C Identify examples of various forms and contexts of entrepreneurship, creativity and innovation in practice. 1D Examine the approaches that inform the successful practice of entrepreneurship, creativity and innovation. 1E Assess the challenges faced in implementing entrepreneurship, innovation & creative sustainability and ethics.
02	2A Generate ideas for entrepreneurship and innovation based on creative process. 2B Distinguish between ideas and opportunities. 2C Evaluate the validity of a potential opportunity. 2D Develop an action plan to pursue the opportunity.
03	3A Identify, research and evaluate ideas. 3B Work in teams. 3C Effectively communicate ideas in writing and orally. 3D Reflect on learning and evaluate own skills and identify areas for personal development

Learning, Teaching and Assessment Strategy
The module takes a holistic approach to entrepreneurship, creativity and innovation, highlighting through theory and practical examples the increasing convergence and importance of societal, economic, environmental and ethical dimensions of the challenges facing entrepreneurs and innovators. This supports the University`s commitment to providing students with learning opportunities around ethical and sustainable development (ESD). Lectures and tutorials provide both the conceptual underpinning of the subject and opportunities to apply these concepts through case study discussions, exercises, questionnaires, role plays and presentations. The assessments are designed to evaluate understanding of the subject and assess performance against learning outcomes. The Individual Assignment is designed to assess the students ability to provide evidence of the different interpretations and examples of entrepreneurship, creativity and innovation (LO 1a, 1b and 1c) and requires students to demonstrate their personal learning, by interpreting insights from the module as a basis to reflect on theory and practice. They will be expected to make conclusions about entrepreneurship, creativity and innovation at both a subject and personal development level (LO 1d, 1e and 3d). The Group work consolidates various elements of the module. It requires students to apply creativity to generate an innovative idea for entrepreneurship, i.e. to identify, develop, evaluate and present a business concept together with their learning (LO 2a, 2b, 2c, 2d, 3a, 3b and 3c). Formative feedback will be provided throughout via lectures and tutorials.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual assignment and portfolio of evidence of up to 2000 words	50%
Summative	Presentation	Group presentation and accompanying report of up to 3500 words	50%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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