

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Enterprise, Innovation and Creativity
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MAN7061

<b>5</b>	<b>Module Overview</b>
<p>Enterprise creation, development and sustainability are the hallmarks of commercial, social and public organisations large or small. Innovation is the tool of the Entrepreneur and at the heart of innovation lies creativity which is an essential part of recognising and exploiting opportunities. Successful ventures are born out of creativity and innovation and the continued survival of organisations is dependent on their ability to be adaptive, creative and innovative by promoting a culture of entrepreneurship (known as intrapreneurism) among its leaders and managers. The module also recognises that entrepreneurship, innovation and creativity are no longer the preserve of commercial enterprises but within public enterprises there is a growing clamour to operate or adopt models used by these commercial entities with increased emphasis on innovation and creativities among graduate managers who work in these organisations.</p> <p>This module will provide insight into the nature and scope of entrepreneurship and innovation by critically analysing its role economic growth and the well-being of society. The module has been designed to allow you to explore this subject in detail including how new ventures are created. The module challenges you to think creatively and entrepreneurially by applying theories and concepts to the real world issues by developing new business ideas and creative solutions to existing organisational challenges in the provision of goods, services and processes. Throughout the module, emphasis is made on the global nature of today's businesses driven by technology and tests the student's ability to develop analytical and creativity thinking skills, application of knowledge, develop transferable skills and employability skills.</p> <p>This module is also taught in block delivery on the Executive MBA route only.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module may include topics such as:</p> <ul style="list-style-type: none"> <li>• Business Model Design</li> <li>• Entrepreneurship Ecosystems and Business Start-ups</li> <li>• Feasibility study and introduction to Business plans</li> <li>• Writing Business plans</li> <li>• Sources of Finance</li> <li>• Business Growth strategies</li> <li>• Entrepreneurship in the age of technology and globalisation</li> <li>• Entrepreneurship Resource Based View</li> <li>• Entrepreneurship and Innovation at the Base of the Pyramid</li> <li>• Innovation and Creativity</li> <li>• Internationalisation of entrepreneurship</li> </ul>	

<b>7</b>		<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>		
	<b>1</b>	Make proposition for a new business venture/project or for improvement to existing goods/services, systems or processes that demonstrates a reasonable degree of creativity and innovation.
	<b>2</b>	Conduct small-scale research and collect, analyse and synthesise data to determine/support the feasibility, viability and sustainability of new business ideas, or organisational improvement to goods/services, systems or processes.
	<b>3</b>	Produce realistic, defensible business plans/reports that integrate the key functional areas of organisations in a suitable format for the targeted audiences.
	<b>4</b>	Apply relevant theories, models and concepts in the development and implementation of business ideas and projects and effectively communicate the idea in a professional manner.

<b>8</b>				<b>Module Assessment</b>
<b>Learning Outcome</b>		<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1-4</b>		<b>X</b>		

<b>9</b>		<b>Breakdown Learning and Teaching Activities</b>
<b>Learning Activities</b>	<b>Hours**</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48 (32)	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	20 (80)	
<b>Private Study (PS)</b> includes preparation for exams	132 (88)	
<b>Total Study Hours:</b>	200 (200)	

\*\* Hours shown in brackets () indicate Executive MBA route only