

#### Summary Information

Module Code	4003LBCENT
Formal Module Title	Innovation and opportunity
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

#### Learning Methods

Learning Method Type	Hours
Practical	24
Seminar	24

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

#### Aims and Outcomes

Aims	This module aims to enable students to recognise and respond to business opportunities. Students will also develop their creative thinking and their ability to work collaboratively to develop innovative solutions that deliver value.
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## After completing the module the student should be able to:

### Learning Outcomes

Code	Number	Description
MLO1	1	Identify opportunities and evaluate options to exploit them based on an awareness of available resources (including team competencies) and market conditions.
MLO2	2	Work collaboratively as a team to create, test and refine innovative business solutions
MLO3	3	Apply innovation tools, techniques and strategies to enhance the venture creation process

### Module Content

Outline Syllabus	Opportunity identification and evaluation Creative thinking Ideation process and techniques Market awareness and analysis Innovation strategy Design thinking methods
Module Overview	
Additional Information	This module focuses on developing students' ability to identify and exploit opportunities using innovation techniques and strategies

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	30	0	MLO2
Portfolio	Portfolio	70	0	MLO1, MLO3

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Taylor	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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