

**Summary Information**

<b>Module Code</b>	4526NCCG
<b>Formal Module Title</b>	Enterprise and Commercialisation
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 4
<b>Grading Schema</b>	40

**Module Contacts****Module Leader**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Graham Sherwood	Yes	N/A

**Module Team Member**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Partner Module Team**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
Nelson and Colne College Group

## Learning Methods

Learning Method Type	Hours
Lecture	48

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

## Aims and Outcomes

<b>Aims</b>	The module will consider the techniques available to organisations to drive enterprise and innovation. The module will provide students with up to date knowledge and practical application for organisations to become more innovative while remaining commercially driven.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Determine the difference between invention and innovation.
MLO2	Explain the different types of innovation.
MLO3	Discuss the process required to commercialise innovation.
MLO4	Evaluate the methods for protecting ideas and explain their advantages and disadvantages.

## Module Content

### Outline Syllabus

Innovation v invention  
Creating a structure and culture of innovation  
Developing innovation vision and leadership  
Overview of different types of innovation, minimising disruption, pros and cons of each approach  
The 4Ps and innovation space strategy  
Commercialisation of innovation; adopting the New Product Development and commercialisation funnel to drive new products to the market  
Building an innovation business case  
Intellectual property and the associated legal frameworks

### Module Overview

### Additional Information

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Case Study Analysis	50	0	MLO3
Report	Assignment	50	0	MLO2, MLO1, MLO4