

Liverpool John Moores University

Title: ENTERPRISE AND COMMERCIALISATION
Status: Definitive
Code: **4526NCCG** (129531)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 48
Total Learning Hours: 200
Private Study: 152

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Case Study	Case Study Analysis	50	
Report	Assignment	Assignment	50	

Aims

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Determine the difference between invention and innovation.
- 2 Explain the different types of innovation.
- 3 Discuss the process required to commercialise innovation.
- 4 Evaluate the methods for protecting ideas and explain their advantages and disadvantages.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Case Study Analysis	3		
Assignment	1	2	4

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

Learning Activities

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience.

Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

Independent Study

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance their academic work and enable valid contribution to lectures and seminars.

VLE support

This will provide links to academic web-sites and on-line journals, facilitate group discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

Notes

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