

## Liverpool John Moores University

Title: Creativity, Innovation and Entrepreneurship  
Status: Definitive  
Code: **5005LBSBSC** (126320)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Davinder Johal	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	30	
Test	Test	Class Test	70	

### Aims

*To provide students with: the theoretical and practical foundations of entrepreneurship and innovation to appreciate, reflect on and understand their importance in contemporary business environments.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate and apply the key concepts and theoretical frameworks related to entrepreneurship and innovation, and relate them to real-life cases.
- 2 Develop knowledge and awareness of organizational and managerial resources and strategies to instil and develop entrepreneurship and innovation.
- 3 Demonstrate awareness of the main characteristics and drivers of entrepreneurship and innovation.
- 4 Gain an appreciation of the implications of entrepreneurship and innovation for the competitiveness and long-term sustainability of business organisations.

### **Learning Outcomes of Assessments**

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

Report	1	3
Class Test	2	4

### **Outline Syllabus**

*The entrepreneurial/innovative economy*

*Creativity and innovation*

*Innovation and entrepreneurship in context*

*Building an innovative and entrepreneurial organization*

*Developing innovation and entrepreneurship in both individuals and teams*

*Design thinking and innovation*

*Developing new products, services, and ventures*

*The global business plan*

*Knowledge exchange and creativity*

*Service innovation*

*International opportunities for innovation and entrepreneurship*

*The future impact of innovation on consumers, businesses, and government*

### **Learning Activities**

Formal lectures and seminars

### **Notes**

The module will be delivered face-to-face and will provide a forum for discussions, both during lectures and seminars.