

Module Information

2022.01, Approved

Summary Information

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| Module Code | 5005LBSBSC |
| Formal Module Title | Creativity, Innovation and Entrepreneurship |
| Owning School | Business and Management |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 5 |
| Grading Schema | 40 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| Business and Management |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 11 |
| Seminar | 33 |

Module Offering(s)

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

Aims and Outcomes

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| 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. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|---|
| MLO1 | 1 | Demonstrate and apply the key concepts and theoretical frameworks related to entrepreneurship and innovation, and relate them to real-life cases. |
| MLO2 | 2 | Develop knowledge and awareness of organizational and managerial resources and strategies to instil and develop entrepreneurship and innovation. |
| MLO3 | 3 | Demonstrate awareness of the main characteristics and drivers of entrepreneurship and innovation. |
| MLO4 | 4 | Gain an appreciation of the implications of entrepreneurship and innovation for the competitiveness and long-term sustainability of business organisations. |

Module Content

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|------------------------|---|
| 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 |
| Module Overview | This module aims to provide you with the theoretical and practical foundations of entrepreneurship and innovation; to appreciate, reflect on and understand their importance in contemporary business environments. |
| Additional Information | The module will be delivered face-to-face and will provide a forum for discussions, both during lectures and seminars. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Report | Report | 30 | 0 | MLO1, MLO3 |
| Test | Class Test | 70 | 0 | MLO2, MLO4 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|----------------|--------------------------|-----------|
| Davinder Johal | Yes | N/A |

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
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