

Summary Information

Module Code	5505YPCBSC
Formal Module Title	Creativity, Innovation and Entrepreneurship
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

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

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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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Learning Outcomes

After completing the module the student should be able to:

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

Module Content

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

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)	Learning Outcome Mapping
Report	Report	30	0	MLO1, MLO3
Exam	Class Test	70	0	MLO2, MLO4