

Liverpool John Moores University

Title: Creativity, Innovation and Entrepreneurship
Status: Definitive
Code: **5505YPCBSC** (126827)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Abel Duarte Alonso	Y

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

Delivery Options

Course typically offered: Semester 1

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.