

## Module Information

2022.01, Approved

### Summary Information

Module Code	5705SERCBM
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

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
South Eastern Regional College

### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	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.
------	---

**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

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

## Module Contacts