

Liverpool John Moores University

Title: ENTREPRENEURSHIP AND INNOVATION
Status: Definitive
Code: **7013BUSMA** (116174)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

| Team | Leader |
|---------------|--------|
| Cynthia Akwei | Y |

Academic Level: FHEQ7 **Credit Value:** 15 **Total Delivered Hours:** 36
Total Learning Hours: 150 **Private Study:** 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12 |
| Seminar | 24 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|-----------------------------------------------------------------|---------------|---------------|
| Presentation | AS1 | Presentation - Innovation exercise. | 30 | |
| Report | AS2 | Written report on an applied/case study scenario (3,000 words). | 70 | |

Aims

To introduce students to the main elements of entrepreneurship and innovation, tools and processes for evaluating innovative opportunities and context for making business decisions.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the role of entrepreneurship in the economy.
- 2 Demonstrate a good grasp of both key concepts and tools for evaluating entrepreneurial opportunities.
- 3 Critically assess the innovation and entrepreneurial processes and their potential.
- 4 Develop innovation and entrepreneurship characteristics and behaviours.
- 5 Analyse the key success factors in a specific entrepreneurship and innovation process.

Learning Outcomes of Assessments

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

| | | | | | |
|--------------|---|---|---|---|---|
| presentation | 2 | 3 | 4 | | |
| report | 1 | 2 | 3 | 4 | 5 |

Outline Syllabus

Entrepreneurship and Innovation
Entrepreneurial process
Entrepreneurial Venture Growth Strategies
Managing and sustaining the New Enterprise
Entrepreneurial leadership

Learning Activities

Combination of seminars and mini lectures.

Notes

Introduction to the entrepreneurial and innovation process; tools and techniques used within this discipline.