

Liverpool John Moores University

Title: ENTREPRENEURSHIP AND INNOVATION
Status: Definitive
Code: **7512KFMMI** (116576)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial Manchester

Team	Leader
Cynthia Akwei	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Seminar	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS2	Written report on an applied/case study scenario (3,000 words).	70.0	
Presentation	AS1	Presentation - Innovation exercise.	30.0	

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:

REPORT	1	2	3	4	5
PRESENTATION	2	3	4		

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.

References

Course Material	Book
Author	Scarborough, N M
Publishing Year	2011
Title	Essentials of Entrepreneurship and Small Business Management: Global Edition
Subtitle	
Edition	
Publisher	6th edition, Prentice Hall
ISBN	

Course Material	Book
Author	Stokes, D, Wilson, N and Mador, M
Publishing Year	2010

Title	Entrepreneurship
Subtitle	
Edition	
Publisher	Thomson
ISBN	

Course Material	Book
Author	Kuratko, D F
Publishing Year	2009
Title	Introduction to Entrepreneurship
Subtitle	
Edition	
Publisher	International edition, South Western
ISBN	

Course Material	Book
Author	Burns, P
Publishing Year	2007
Title	Corporate Entrepreneurship: Building an Entrepreneurial Organisation
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Course Material	Book
Author	Burns, P
Publishing Year	2007
Title	Entrepreneurship and Small Business
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Notes

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