Module Details

Module Title	Entrepreneurship and Innovation
Module Code	EAE7501-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours

Type	Hours
Directed Study	76
Lectures	16
Online Lecture (Synchronous)	4
Tutorials	4

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 2
BDA	University of Bradford / Semester 3

Module Aims

To provide you with a strong connection between the theoretical understanding of issues relating to entrepreneurship, innovation and business venturing. By exploring both the theory and reality this module provides opportunities for you to develop and demonstrate knowledge and understanding of the process of entrepreneurship, innovation and entrepreneurial management.

Outline Syllabus

Introduction to Entrepreneurship and Innovation; understanding the entrepreneur and entrepreneurship; Creativity and Innovation; Innovation Management; Business venturing and planning.

Learning Outcomes

Outcome Number	Description
O1	Show a broad but rigorous understanding of the concepts, constructs and frameworks applicable to entrepreneurship and innovation, and of the tools and techniques used to support decision making;
O2	Critically evaluate and develop investigative designs that will facilitate the collection of data to support the construction and presentation of business cases;
O3	Demonstrate adaptability and originality in tackling and solving problems, and the ability to work cooperatively with others and provide ethical leadership in bringing about innovation.

Learning, Teaching and Assessment Strategy

The module combines the following elements: lectures to cover the essential concepts and topics; ?tutorials? involving class discussions on case studies that decipher relevant concepts; and videos and guest speakers are used to provide real-life experiences. All teaching is supported by information supplied on the VLE. The lectures and tutorials ensure that you experience different learning opportunities both individually and in small groups. Practical study involves working on developing an idea for an innovation or a business and gaining support for that idea. Directed study includes personal reading and scholarship, use of key concepts in the analysis of real-life cases, the implementation of new concepts in the process of business venturing.

Learning outcome (LO1) utilises knowledge disseminated through lectures, practiced in tutorials, and the results of directed study and is assessed through assessment 1. Formative feedback is provided in tutorials and summative feedback is provided on evaluation of assessment 1. Learning outcome (LO2) utilises knowledge disseminated through lectures, and the experiences of your practical study. Learning outcome (LO3) involves originality in tackling and solving problems.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Portfolio/e-portfolio	A group-based project with ?presentation? and individual input.	100%
Formative		Feedback on periodic presentations of progress on group project	N/A

Reading List

To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:
This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.