

Module Details	
Module Title	Technopreneurship and Innovation
Module Code	EAE7503-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Lectures	12
Practical Classes or Workshops	12
Directed Study	76

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

Module Aims
<p>Technopreneurship as a combination of ?technology? and ?entrepreneurship?, is increasingly acknowledged as a new phenomenon transforming the ways in which enterprises are created and innovative opportunities are developed. It is manifested in an increased accessibility of digitally enabled entrepreneurial opportunities and technology innovation across a wide range of sectors. The module provides you with a strong understanding of this phenomenon, and the inter-connection between the underlying theoretical concepts and their practical application. It provides opportunities for you to explore and apply frameworks to develop ideas, identify innovations, build teams and gather resources to construct, present and evaluate business models. This will help you create your own business or apply as a professional within an existing organisation.</p>

Outline Syllabus
<p>Technopreneurship as a new business phenomenon. Understanding the techno-entrepreneur and technopreneurship in different contexts. Ideation, Creativity & Design Thinking. Incremental v Disruptive Innovation. Open v Closed Innovation. Lean Start Up Approach. Business Modelling. Resourcing the Venture. Crowd Sourcing.</p>

Learning Outcomes	
Outcome Number	Description
01	Show a broad but rigorous understanding of the concepts, constructs and frameworks applicable to technopreneurship and innovation, and of the tools and techniques used to support decision making in this context.
02	Critically evaluate and develop investigative designs that will facilitate the collection of data to support the construction, evaluation, and presentation of technopreneurship business models.
03	Demonstrate adaptability and originality in tackling and solving problems, and the ability to work cooperatively with others and provide responsible leadership in bringing about technopreneurship and innovation.

Learning, Teaching and Assessment Strategy
<p>The module combines elements of academic learning, practical knowledge, and community building. Lectures cover the essential concepts and topics; workshops and ?tutorials? for class discussions on case studies that decipher relevant concepts; and multimedia and guest speakers are used to provide real-life experiences. All teaching is supported by information supplied on the VLE. The lectures and workshops ensure that you experience different learning opportunities both individually and in smaller 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. The assessment is based on a team portfolio, requiring you to complete a new venture concept project with individual input. This requires you to work in a team to develop an idea into a business model and present this, whilst reflecting on individual and group learning.</p> <p>Learning outcome (LO1) utilises knowledge disseminated through lectures, practiced in tutorial workshops, and the results of directed study and is assessed through assessment 1. Formative feedback is provided in workshops and ?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. The largely formative learning outcome (LO3) involves originality in tackling and solving problems and the ability to work collaboratively.</p>

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.

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