

Entrepreneurship, Creativity and Innovation

Module Code:	EAE5001-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 5
Module Leader:	Mr Shahid Rasul

Additional Tutors:
Dr Caroline Parkinson

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Seminar	12
Directed Study	164

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

This module will introduce you to the concepts of entrepreneurship, creativity and innovation. You will explore the application of these concepts from a broad perspective in order to appreciate their relevance not only in venture creation but in addressing wider socio-economic concerns. The aim is to equip you with the knowledge and skills to enable

you to generate, recognise, evaluate and pursue opportunities. This could be to create a new enterprise or apply creativity and innovation to address a challenge within an organisation.

Outline Syllabus

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Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - 1A Discuss the theoretical interpretations of entrepreneurship, creativity and innovation.
 - 1B Analyse the inter-relationship between entrepreneurship, creativity and innovation.
 - 1C Identify examples of various forms and contexts of entrepreneurship, creativity and innovation in practice.
 - 1D Examine the approaches that inform the successful practice of entrepreneurship, creativity and innovation.
 - 1E Assess the challenges faced in implementing entrepreneurship, innovation & creative sustainability and ethics.

- 2
 - 2A Generate ideas for entrepreneurship and innovation based on 'creative process'.
 - 2B Distinguish between ideas and opportunities.
 - 2C Evaluate the validity of a potential opportunity.
 - 2D Develop an action plan to pursue the opportunity

- 3
 - 3A Identify, research and evaluate ideas.
 - 3B Work in teams.
 - 3C Effectively communicate ideas in writing and orally.
 - 3D Reflect on learning and evaluate own skills and identify areas for personal development

Learning, Teaching and Assessment Strategy

The module takes a holistic approach to entrepreneurship, creativity and innovation, highlighting through theory and practical examples the increasing convergence and importance of societal, economic, environmental and ethical dimensions of the challenges facing entrepreneurs and innovators. This supports the University's commitment to providing students with learning opportunities around ethical and sustainable development (ESD). Lectures and tutorials provide both the conceptual underpinning of the subject and opportunities to apply these concepts through case study discussions, exercises, questionnaires, role plays and presentations. The assessments are designed to evaluate understanding of the subject and assess performance against learning outcomes. The

Individual Assignment comprises i) a 'portfolio of evidence' assessing the student`s ability to provide evidence of the different interpretations and examples of entrepreneurship, creativity and innovation (LO 1a, 1b and 1c) and ii) a reflection requiring students to demonstrate their personal learning, by interpreting insights from the module as a basis to reflect on theory and practice. They will be expected to make conclusions about entrepreneurship, creativity and innovation at both a subject and personal development level (LO 1d, 1e and 3d). The Group work consolidates various elements of the module. It requires students to apply creativity to generate an innovative idea for entrepreneurship, i.e. to identify, develop, evaluate and present a business concept together with their learning (LO 2a, 2b, 2c, 2d, 3a, 3b and 3c). Formative feedback will be provided throughout via lectures and tutorials.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Group presentation and accompanying report of up to 5,000 words		30%	Yes
Summative	Coursework	Individual assignment and portfolio of evidence of up to 2,500 words		70%	No

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).