

Module code	IENBM_PBUS7E	NQF level	7
Credit value	10	Study duration	6 weeks

Innovation and Entrepreneurship for New Business Models

Module description

This advanced 10-credit module provides students with the frameworks and the skills to lead innovative projects and ventures within an organisational setting and a critical understanding of economic, sociological, psychological and managerial theories of enterprise creation and development and their application in the world of business. The focus is on the formation of new ventures, product/process/service/business model innovation, and their impact on economic and social development in different environments.

This module aims to:

- Provide the necessary theoretical framework for the study and the practice of entrepreneurship, defined as new venture creation and innovative growth relating to different types of organisations and environments
- Provide the critical, theoretical underpinning for the study and investigation of enterprise development and the three critical components of entrepreneurship:
 - Entrepreneurial People
 - Entrepreneurial Organisations
 - Entrepreneurial Environments
- Provide insights into and models for the practice of entrepreneurship and innovation in different organisational and economic environments

Learning outcomes

On completion of this module, students will be able to:

- demonstrate a critical understanding of different theoretical approaches to small business and new venture creation, growth and maturity in different spatial contexts
- explain conceptual issues on entrepreneurship and its links with innovation clearly and concisely and how these concepts help us better understand economic and social development
- evaluate and explain the relationship between different types of new ventures, as in new small firms, corporate entrepreneurship, new ventures within public and not-for-profit organisations in different countries, and develop relevant business models for their growth
- develop realistic ideas for engaging with new business creation and growth in different environments
- identify opportunities for, and develop an innovative venture or project within an organisational setting

Syllabus

- Theories and Concepts
 - The economics of entrepreneurship and innovation - entrepreneurship, enterprise, invention, discovery and innovation – social and economic perspectives
 - Sociological explanations of new venture creation and growth
 - Entrepreneurial typologies and forms, and the psychology of entrepreneurship
 - Entrepreneurship and the innovation process – new products, new processes, new business models and new organisations
 - Entrepreneurial organisations: new firms, small firms, medium sized firms, large firms, networked firms, social enterprises
 - Entrepreneurship and innovation in the global economy
 - Entrepreneurship and economic and social development
- Practical components
 - Application of theories and concepts to policy making, organisational design and strategy, and community and individual development
 - Application of the business models canvas to the development of new ventures

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Tutor support will be available to students via phone, email, and a fortnightly seminar session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
End of module project	2,500 to 3,000 words	End of Unit 6	70%
Discussion forums x2	Up to 10 posts in each forum	End of Units 2 and 4	20%
Individual reflective journal	3 entries	End of Units 2, 4 and 6	10%