

MODULE SPECIFICATION

1. Title of the module

Innovation & Entrepreneurship

2. School or partner institution which will be responsible for management of the module

Pearson College London

3. The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)

Level 7

4. The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

5. Which term(s) the module is to be taught in (or other teaching pattern)

This module can be run in any term: Autumn, Spring or Summer

6. Prerequisite and co-requisite modules

None

7. The programmes of study to which the module contributes

- MSc Financial Leadership - option module

8. The intended subject specific learning outcomes.

On successfully completing the module students will be able to:

- 8.1 Demonstrate a systematic and comprehensive knowledge of the key issues in entrepreneurship and enterprise innovation, and issues related to leveraging ideas and intellectual property.
- 8.2 Critically apply frameworks and methodologies to analyse opportunities for entrepreneurship and innovation
- 8.3 Develop solutions to such opportunities using processes and tools used by leading edge entrepreneurs and innovative companies evaluate such solutions using appropriate methods.
- 8.4 Critically apply entrepreneurial and innovation processes and techniques to identify challenges
- 8.5 Critically apply their understanding of technology-based innovation tools to live issues
- 8.6 Demonstrate strong leadership, communication and interpersonal skills, as well as the associated ability to persuade, present, and negotiate.
- 8.7 Collaborate and network effectively on a personal and wider level, as part of a new or existing business proposal
- 8.8 Reflect self-critically on their performance and how they come across to others with a view to ongoing learning, development and improvement

9. The intended generic learning outcomes.

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On successfully completing the module students will be able to:

- 1) Collaborate effectively and professionally with others, with both specialists and non-specialists
- 2) Demonstrate an ability to work appropriately and professionally as both team leader and as team member

10. A synopsis of the curriculum

This module will provide students with an understanding of enablers and barriers to entrepreneurship and innovation, and give them grounding in the techniques and processes used by established companies to create and commercialize innovation, including emerging techniques, both in the developed world and emerging economies. The module will cover key aspects of the entrepreneurial and innovation process as it is practiced in corporate businesses – how and why entrepreneurship happens, how innovation contributes to the ongoing viability and success of companies and the threats from failing to continue to innovate, the enablers and barriers to innovation in large firms, how new patterns of innovation are being adopted by medium and large firms, and how intellectual property is managed in an increasingly open world.

Overview of the curriculum:

1. Innovation Strategy and Sources of Innovation
2. Technology Change and Emerging Technologies
3. What is Entrepreneurship and Open Innovation
4. Data-Driven Decisions and The Lean Startup
5. Business Model Canvas and Value Proposition Design
6. Industry, Feasibility and Market Analysis
7. Organisational Structure, People and Processes
8. Entrepreneurial Financing
9. Protecting your Innovation
10. Pitching and Presenting your business or innovation

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

- And Suddenly the Inventor Appeared, Genrich Altshuller, Technical Innovation Center, 0-9640740-2-8
- Exploring Innovation, David Smith, McGraw-Hill, 978-0-077-12123-5
- Innovation and Entrepreneurship, Peter Drucker, Butterworth Heinemann, 978-0750685085
- Open Innovation, Henry Chesbrough, Harvard Business Review Press, 978-1-578-51837-1
- The Innovator's Dilemma, Christensen, Harvard Business Review Press, 978-0-87584-585-2

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- The Entrepreneurial State, Mariana Mazzucato, Anthem Press, 978-0-85728-252-1
- The Lean Startup, Eric Ries, Portfolio Penguin, 978-0-670-92160-7

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

Scheduled Hours: 35

Placement Hours: 00

Independent Study Hours: 115

Total Study Hours: 150

13. Assessment methods.

This module will be summatively assessed as follows:

- A 15 minute group presentation which will typically take the form of a pitch to a management team of an organisation to develop a new product or service (25% of overall grade).
- Individual coursework of 6,000 words (75% of overall grade) which will typically take the form of a report as the Chief Innovation Officer of an organisation.

The maximum group size for the group assessment will be 5 people.

A student must pass both assessments in order to pass the module.

Other alternative forms of assessment may be developed for resits.

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	8.6	8.7	8.8	9.1	9.2
Learning/teaching method	Hours allocated										
Private Study	125	X	X	X	X	X	X	X	X	X	X
Lectures	10	X	X	X	X	X	X				
Seminars	15	X	X	X	X	X	X	X		X	X

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Assessment method											
Group presentation (15 minutes)			X	X			X	X	X	X	X
Individual coursework (6,000 words)		X		X	X	X	X				

15. **Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.**

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College's Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. **Campus(es) or Centre(s) where module will be delivered:**

Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. **Partner College/Validated Institution:**

Pearson College London

18. **University School responsible for the programme:**

Kent Business School

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FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)