

MODULE DESCRIPTOR

Module Title

Innovation and Enterprise

Reference	BS4002	Version	2
Created	August 2021	SCQF Level	SCQF 10
Approved	July 2018	SCQF Points	30
Amended	August 2021	ECTS Points	15

Aims of Module

To develop student awareness of the nature and importance of innovation in a range of business contexts. To develop student understanding of innovation processes and the challenges of managing those processes. To enable students to develop evaluative skills in analysing the benefits of innovation for business sustainability and growth.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Demonstrate a critical understanding of the principal concepts of innovation and drivers for innovation in business, society and the economy.
- 2 Identify and exercise judgment in the management of innovation processes.
- 3 Apply analytical and evaluative innovation skills and techniques in a professional or business context.
- 4 Evaluate, apply and communicate research relating to innovation, innovation management and the benefits of innovation for organisation sustainability and growth.

Indicative Module Content

The introductory phase of the module will focus on key topics in innovation, including innovation types; drivers for innovation; the management of innovation and its challenges; innovation processes and the diffusion of innovations; and the assessment of innovation outcomes. Attention will then turn to the examination, analysis and discussion of specific business cases of innovation in action.

Module Delivery

The module is delivered in Blended Learning mode using structured online learning materials/activities and directed study, facilitated by regular online tutor support. Workplace Mentor support and work-based learning activities will allow students to contextualise this learning to their own workplace. Face-to-face engagement occurs through annual induction sessions, employer work-site visits, and modular on-campus workshops.

Indicative Student Workload	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	30	N/A
Placement/Work-Based Learning Experience [Notional] Hours	240	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>	240	

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4
 Description: Report

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

Module Grade	Minimum Requirements to achieve Module Grade:
A	A
B	B
C	C
D	D
E	E
F	F
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module None.
 Corequisites for module None.
 Precluded Modules None.

INDICATIVE BIBLIOGRAPHY

- 1 AFUAH, A., 2014. *Business model innovation: concepts, analysis and cases*. New York: Routledge.
- 2 BESSANT, J. and TIDD, J., 2015. *Innovation and entrepreneurship*. 3rd ed. Chichester: Wiley.
- 3 DRUCKER, P. 2015. *Innovation and entrepreneurship*. Abingdon: Routledge.
- 4 GOFFIN, K. and MITCHELL, R., 2017. *Innovation management: effective strategy implementation*. 3rd ed. London: Palgrave.
- 5 GOODMAN, M. and DINGLI, S.M., 2017. *Creativity and strategic innovation management: directions for future value in changing times*. 2nd ed. Abingdon: Routledge.
- 6 TIDD, J. and BESSANT, J., 2013. *Managing innovation: integrating technological, market and organizational change*. 5th ed. Chichester: Wiley.
- 7 TROTT, P., 2017. *Innovation management and new product development*. 6th ed. Harlow: Pearson.