

MODULE DESCRIPTOR

Module Title

Business and Innovation

Reference	BS4329	Version	3
Created	August 2021	SCQF Level	SCQF 10
Approved	July 2019	SCQF Points	15
Amended	August 2021	ECTS Points	7.5

Aims of Module

To develop student awareness of the nature and importance of innovation in a range of business contexts. Throughout the module there is a focus on recognition of the challenges and opportunities in managing innovation processes and 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 Apply knowledge of the principal concepts in innovation management and the drivers for innovation in business, society and the economy.
- 2 Critically identify fundamental issues and opportunities in the management and implementation of innovation processes.
- 3 Critically identify techniques for idea generation, selection and implementation in a professional or business context.
- 4 Communicate key issues from research in the field of innovation studies 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; approaches to idea generation and sourcing innovation. The module will further develop: the management of innovation and its challenges; service-dominant logic; innovation processes and the diffusion of innovations; innovation network effects and systems; and the assessment of innovation outcomes for organisational learning and sustainability. Examination, analysis and discussion of specific business cases of innovation in action will form an important opportunity for students to apply knowledge to a range of contexts.

Module Delivery

Delivery of this module will draw upon: lecture content; group discussions; online materials; case study analysis; and directed study to reflect mode of delivery. A flipped classroom approach will be adopted for some activities.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	29	29
Non-Contact Hours	121	121
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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: Individual coursework

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., 2021. *Managing innovation: integrating technological, market and organizational change*. 7th ed. Chichester: Wiley.
- 7 TROTT, P., 2020. *Innovation management and new product development*. 7th ed. Harlow: Pearson.