

<b>Module</b>	Enterprise and Innovation
<b>Course code</b>	BABSH-EI
<b>Credits</b>	10
<b>Allocation of marks</b>	100% Project

## Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Evaluate the viability of a new product/service/business idea
2. Distinguish and evaluate key competitive advantage(s)
3. Investigate market opportunities both nationally and internationally
4. Experiment with methods of bringing the product/service/business idea to market

## Module Objectives

Learning about enterprise and innovation focuses mainly on how the learner learns rather than what they learn. The objective is to develop in each learner a set of generic transferable enterprise skills that enable the learner to succeed in the changing business environment that they will be entering. The focus of this module is on action by doing. The aim is to give support to the development of learners' entrepreneurial behaviour and encourage the creation and generation of business opportunities. It provides learners with knowledge and a practical understanding of the key tasks required to: create ideas, seek solutions to problems, establish, manage and grow a new or existing venture in a challenging international business and present and defend their ideas. A key element is to encourage learners to be aware that the module is designed to support learners who wish to start an entrepreneurial venture, those who wish to work in small and medium firms including the family business and to those learners who will be employees – to be aware that all businesses want their staff to add value to the organisation.

## Module Curriculum

### Introduction

- What are the concepts of enterprise and innovation?
- How does it impact on business/society?
- Why is it important?
- Can entrepreneurial behaviour be learned?

### Skills for enterprise and innovation

- Networking
- Team building
- Thinking outside the box
- Creation and protection of ideas

### **Identification of opportunities**

- Working from ideas to opportunities
- Recognising and exploring business opportunities
- Opportunity mapping

### **From Opportunity to action**

- Assessing, evaluating and selecting the best opportunities
- Defining opportunities
- Types of opportunity
- Current and future opportunities

### **Planning to realise an opportunity**

- Why plan, how to plan and what to plan
- What should the plan include?
- Business model and process planning
- Financial, investment and market planning
- Presenting the plan

### **Acting on opportunities**

- Apply and learn from critical success factors and causes of failure in early stage ventures
- Develop, implement and review strategies for the new venture
- Analyse and reflect on entrepreneurial management capabilities and practical theories of 'what works', both personally and in relation to venture management

### **Ownership and reflection**

- Assess the emerging issues in entrepreneurship and the implications for the learner, in personal, career and academic dimensions
- Review the learners career goals and develop an entrepreneurial career plan
- Develop the learners' skills in entrepreneurial and career networking