

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	Master of Business Administration; MA LBM; MA APR
FHEQ Level:	7
Course Title:	Innovative Entrepreneurship
Course Code:	ENT 7111
Total Hours:	200 (standard 4 credit MA course)
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20UK CATS credits 10ECTS credits 4US credits

Course Description:

This course equips students with the tools and frameworks to navigate the dynamic world of business innovation, from spotting game-changing ideas to launching ventures that thrive. The course builds skills in independent entrepreneurship, intrapreneurship and innovation management. Students explore the evolution of the business concepts and their application within diverse organizations, from nimble start-ups to established giants. Through analysing case studies, reviewing current trends shaping the future of business, and engaging in hands on exercises, students gain different perspectives on the creation and growth of successful ventures, from generating the spark for an initial idea all the way to navigating the challenges and opportunities in potential growth.

Prerequisites:

None

Aims and Objectives:

The course aims to: Develop the critical thinking and strategic skills needed to navigate the dynamic world of ventures, from evaluating innovative products to crafting winning financial plans. Through task-based learning, hands on project work, real-world case studies, guest speaker sessions, this course builds knowledge, skills and confidence to lead successful ventures.

Programme Outcomes:

MBA:

A1, A2, A3, A4, A5

B1, B2, B3, B4, B5

C1, C2, C3,
D1, D4, D5

MA LBM:

A2, A3, A4, A5
B1, B2, B5
C1, C3, C4
D2

MA APR:

B1, B3, B4
C4
D3, D4

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Subject Knowledge and Understanding

- Assess the requirement for entrepreneurial management within start-ups and established organisations.
- Critically make decisions with regards to financing options, marketing, research and product development and other business challenges

Cognitive Skills

- Develop critical responses to concepts of entrepreneurship and innovation.
- Flexibly and creatively apply the concepts of innovation in an unfamiliar context.

Subject Specific, Practical and Professional Skills

- Produce an original Business Model Canvas
- Produce a realistic financial model
- Produce a business feasibility analysis

General/Transferable Skills

- Effective oral and written communication in a range of traditional and electronic

Indicative Content:

- Background to entrepreneurship and innovation management
- What makes a viable opportunity
- Noticing opportunities

- Creating opportunities
- Competitive positioning
- Routes to market
- Operational risks
- Assessing profitability
- Financing and liquidity
- Feasibility assessment

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Weekly sessions will be divided between lectures and seminars. Lectures will offer an overview of the key theories and concepts and provide a base of knowledge. Seminars will be the occasion for students to develop their skills in each respective area through a series of action learning based exercises. Following some initial training, these exercises will be undertaken either individually, in pairs, or collectively. Students are expected to read the corresponding chapters in the course textbook and journal reading that accompanies each session. The portal will be used to upload lecture notes and other essential course-related information.

Indicative Text(s):

Barringer, B.R.& Ireland D.R. (2022) *Entrepreneurship: Successfully Launching New Ventures*, (6th edn.), Essex, England: Pearson Education.
Tidd, J., & Bessant, J. (2021) *Managing Innovation: Integrating Technological, Market and Organizational Change* (7th edn.). Chichester, UK: Wiley.

Journals

1. Academy of Management Perspectives
2. Business Horizons
3. Creativity and Innovation Management
4. Entrepreneurship and Organizational Change
5. Entrepreneurship Theory and Practice
6. Journal of Business Venturing
7. Journal of Innovation & Knowledge
8. Journal of Management
9. Journal of Management Studies

10. Organisation Studies

11. Strategic Entrepreneurship Journal

1. Web Sites

<https://www.business.qld.gov.au/>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Annual updates	June 2023	
Programme outcomes updated	Feb 2024	
Student engagement hours updated	Feb 2024	
Total Hours Updated	May 2024	