

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Master of Business Administration MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Entrepreneurship and Innovation Management
Course Code:	ENT 7110
Student Engagement Hours:	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course provides a detailed understanding of innovation as a complex process ranging from the recognition of opportunities to the launch of new products, services or business models. The consideration of the innovation process will be complemented by a systematic analysis of current trends and the evolution of the concept of innovation. It explores the nature of entrepreneurial and innovative management within different sized organisations including start-ups and long-established businesses. The course provides students with different perspectives regarding the creation and evolution of entrepreneurial ventures. It covers important aspects of launching a business from the initial idea to growth and potential international expansion.

Prerequisites:

N/A

Aims and Objectives:

The aim of the course is to provide the student with a profound ability to understand and critically appraise the nature of entrepreneurial management. This includes the evaluation of ideas and innovative products, strategic assessment of finance options, of finance

options, risk management, application of organisational structures and design, market analysis and consideration of sustainable competitive advantages.

Programme Outcomes:

MBA:

A1, A2, A3, A4, A5
B1, B2, B3, B4, B5
C1, C2, C3, C5
D1, D4, D5

MA LBM:

A2-5
B1, B2, B5
C1, C3, C4
D2

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located 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.
- Assess and evaluate the need for continual strategic renewal in established organisations.
- Assess and evaluate strategic options in newly established businesses
- Critically make decisions with regards to financing options, marketing, research and product development and other business challenges
- Reflect on the influence of external factors such as cultural and societal frameworks/forms

Cognitive Skills

- Develop critical responses to concepts of entrepreneurship and innovation.
- Define terms adequately, and generalise appropriately.
- Flexibly and creatively apply the concepts of innovation in an unfamiliar context.

Subject Specific, Practical and Professional Skills

- Engage as team members in group work that will require intellectual, reflective and analytical application.

General/Transferable Skills

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

media.

Indicative Content

- Nature and Forms of entrepreneurial management
- Innovation and its relationship to a firm's wider strategic issues.
- Innovation as an end-to-end process.
- Success factors of innovations.
- Strategies for corporate growth
- Leadership and management in an innovative/entrepreneurial context.
- Assessment and management of innovation/entrepreneurial risk.
- Overcoming barriers to corporate entrepreneurship.

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at

<https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

A range of teaching methods will be used including lectures, workshops, tutorials and guest lecturers.

Indicative Text(s):

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