Module Details

Module Title	Enterprise and Innovation (Distance Learning)
Module Code	EAE7005-A
Academic Year	2023/4
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours

Type	Hours
Online Lecture (Synchronous)	12.5
Interactive Learning Objects	37.5
Directed Study	50

Availability

Occurrence	Location / Period
DLA	University of Bradford / Academic Year (Non-Standard)
DLA	University of Bradford / Semester 3

Module Aims

To create, test and critically reflect on the theory and practice of innovation and enterprise in a circular economy

Outline Syllabus

Theories and Models for innovation, entrepreneurship and enterprise
Case examples of innovation and entrepreneurship.
Product and service innovationInnovation processes and methods
The role of innovation and enterprise.
Systems and systemic innovation.

Learning Outcomes

Outcome Number	Description
O1	Demonstrate understanding of theories of innovation, entrepreneurship and enterprise.
O2	Assess key factors affecting the practices of innovation, entrepreneurship and enterprise within a business setting.
O3	Review and critically reflect on innovation and enterprise in orgamisations and key barriers and success factors.

Learning, Teaching and Assessment Strategy

You will engage in learning through a series of directed study activities and online Lectures and activities. Study guide and textbook readings, supported by audio recordings and presentations will introduce important concepts. Structured online activities will provide you with the opportunity to develop your understanding of key concepts and ideas. Online sessions will enable you to engage in debate with your peers and tutor about important ideas and contemporary business problems in relation to enterprise and innovation. LOs will be assessed through a single written assignment.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual written assignment (2000 words)	100%

Reading List

To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:
This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.