

Innovation and Enterprise

Module Descriptor

Module Code: MAN7INE

Version: V1.00

Status: Final

Date: 26/03/2025

Summary Module Details

Module details

Module Title: Innovation and Enterprise

Module Leader: Sukhi Lidher

Module Mode: Supported online learning

Semester: Spring (UK)

Level: 7

Credits: 20

Learning Hours: 200

Contact & Study Hours

Directed Study Time: 60 hrs (30%)

Self-directed Study Time: 70 hrs (35%)

Assessment Study Time: 70 hrs (35%)

Assessment Type

Coursework: 100%

Module Summary

This module explores a number of innovation and enterprise models and importantly asks students to consider how they can help them and their organisation become more innovative in how they think, create, and implement fresh innovative approaches in the workplace.

The principles of enterprise and innovation are analysed in the context of different forms of organisation across the globe, in various commercial, public-sector and not-for-profit sectors, emphasising the importance and challenges of 'social' and 'sustainability-led' innovation.

Marketing supports **innovation**, and **enterprise** driving business growth and competitive advantage by exploring trends and customer needs in the external environment.

Taken on which Programmes

Master of Business Administration (C)

Core (C) or Elective (E)

Module Aims

This module aims to:

- Provide a sound understanding of the critical features of innovative practices through an appreciation of the underlying principles in the module.
- Evaluate selected principles of innovation and enterprise and to apply the steps of innovation, creating and implementation in a practical project within the student's own organisation.
- Provide students with a range of opportunities to select topics within their study of innovation and enterprise, and to recognise the important place it occupies in sustainability and creating new enterprises.
- Enable students to explore the boundaries of innovation and enterprise adopting a global perspective, and to investigate elements of sustainability that have the most relevance in the study of this module.

Module Learning Outcomes

- LO1. Critically assess the general principles of innovation and enterprise.
- LO2. Evaluate types of innovation present in your own organisation, or opportunities to enhance innovative practices.
- LO3. Demonstrate knowledge, understanding and application of selected knowledge models and concepts.
- LO4. Assess the use of sustainable innovation in one form of enterprise studied.

Indicative Module Content

Module topics

- **The building blocks of innovation**
The main types of innovation. Individual and organisation approach to innovation e.g. structure and culture. Benefits of innovation and entrepreneurship from an organisational and country perspective. International comparisons will be made.
- **Creating and measuring innovation**
Tools and techniques - What are they? How do they work in practice?
Consideration of limitation on their use – e.g. resources availability and peoples' skills.
- **The innovators toolkit**
Some ideas have a greater value than others. A revolutionary idea may lead to a revolution in an organisation's systems and processes, or the creating of new services of products – e.g. a positive response to reducing pollution or reducing scarce resources or recycling. Altshuler's innovation pyramid explained and analysed.
- **Types of innovation**
Awareness of different types of innovation and how to manage the process of idea to innovation outcomes: Setting up and managing the systems to be followed to enable

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innovative products, services and processes to emerge. Consideration of change management model to support this? Schumpeter (1996) described 5 types of innovation. Michael Porter (1998) said ..” much innovation is mundane and incremental, depending on an accumulation of small insights than a technological breakthrough”.

- **Innovative organisations and innovation as a disruptor**

Practices and real life experiences. Using case studies to analysis as to why certain organisations are successful and others not. What is meant by ‘disruptor’ using examples in a global context. Innovative organisations who are taking advantage of sustainability opportunities will be examined.

- **The nature and scope of enterprise**

What different forms of enterprise exist? Comparisons of social, civic and not for profit- and profit-making enterprises across the world.

- **Development of the nature and scope of enterprise topic**

Assessment of the features they have in common. How do entrepreneurs create change and opportunity through the exploitation innovation and to achieve comparative advantage? Porter’s ideas in “The competitive advantage of Nations” (1990) examined.

- **Collaboration between innovation and enterprise**

How innovation and enterprise form a magical relationship that can be made to work collaboratively – consideration of breakthroughs in built environment sector (e.g. new materials, design and build techniques, modelling and use of AI tools).

- **Role of entrepreneurship in creating successful enterprise**

What makes a successful entrepreneur? Global perspective of successful entrepreneurs.

- **Reflection**

Reflection of key lessons learned in the module and use of case study to bring together the application and assessment of models and principles studied in the module.

This content will be reviewed and updated regularly to reflect the legal, ethical and financial changes in professional standards and practice.

Overview of Summative Assessment

Module learning outcomes	Assessment	Word count or equivalent	Weighting
LO1, LO2	Assessment 1 Coursework	2000 words	40%
LO3, LO4	Assessment 2 Coursework	3000 words	60%

Module Pass Mark (as a weighted average of all assessments): 50%

Key Module Learning Resources

Core Sources and Texts

The core reading resources within each module will be provided via the specific Virtual Learning Environment (VLE) module pages and within the e-Library. Additional reference material and supplementary resources to support your studies are available through the UCEM e-Library.

Module tools

Students will have access to study materials, dedicated academic support, student forums, and learning activities via an online learning platform (VLE).

The module page on the VLE is broken down into structured study weeks to help students plan their time, with each week containing a mixture of reading, case studies, videos/recordings and interactive activities to go through. Online webinars/seminars led by the Module Leader can be attended in real time and provide opportunities to consolidate knowledge, ask questions, discuss topics and work through learning activities together. These sessions are recorded to support students who cannot attend and to enable students to recap the session and work through it at their own pace. Module forums on the VLE provide further opportunities to discuss topics with other students, complete collaborative work and get extra help from the module team.

Professional online resources

The e-Library provides access to trusted, quality online resources, selected by subject specialists, to support students' study. This includes journals, industry publications, magazines, academic books and a dissertation/work-based library. For a list of the key industry specific and education resources available please visit [the VLE e-Library](#).

Other relevant resources

Access is also provided to further information sources that include the British Library and Open University UK catalogues, as well as providing a monthly current awareness service entitled, **Knowledge Foundations** - a compendium of news, research and resources relating to the educational sector and the Built Environment.

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The module resource list is available on the module VLE page and is updated regularly to ensure materials are relevant and current.