



Module Descriptor

Code: BUSM50004

Version: -

Approval Status: N/A

Title: BUSINESS CREATION AND INNOVATION

Section: Staffordshire Business School

Level: 5

Contact	E-mail Address	VLE
Fatimah Moran	F.M.Moran@staffs.ac.uk	-

Pattern Of Delivery

Contact Hours	Independent Study Hours	Total Learning Hours
36	114	150

Description of Pattern of Delivery
Occurrence A, Stoke Campus, UG Semester 1
Occurrence A, Stoke Campus, UG Semester 1
Occurrence B, Stoke Campus, UG Semester 3
Occurrence C, APIIT LANKA (PVT) LTD - Colombo, UG Semester 1
Occurrence C, APIIT LANKA (PVT) LTD - Colombo, UG Semester 1
Occurrence D, Disted College, UG Semester 1
Occurrence D, Disted College, UG Semester 1
Occurrence E, British University Vietnam Hanoi, UG Semester 1
Occurrence E, British University Vietnam Hanoi, UG Semester 1
Occurrence F, APIIT LANKA (PVT) LTD - Kandy, UG Semester 1
Occurrence F, APIIT LANKA (PVT) LTD - Kandy, UG Semester 1
Occurrence G, The Growth Company, UG Semester 1
Occurrence G, The Growth Company, UG Semester 1
Occurrence H, British University Vietnam Hanoi, UG Semester 2
Occurrence J, APIIT LANKA (PVT) LTD - Colombo, UG Semester 2

Credits
15

Site
APIIT LANKA (PVT) LTD - Kandy
APIIT LANKA (PVT) LTD - Colombo
British University Vietnam Hanoi
The Growth Company
Disted College
Stoke Campus

Assessment
Practical - Group Presentation (15 minutes) weighted at 30%. Coursework - Individual Report (2,000 words) weighted at 70%.

Registration Conditions	Module Version Condition Text
None	

Module Details	
Learning Outcomes	<p>1. Demonstrate a systematic understanding and awareness of new insights of contemporary issues pertaining to the development and launch of innovative products and services Knowledge and Understanding Learning</p> <p>2. Demonstrate understanding of customer psychology and its impact on adoption and diffusion of innovation. Enquiry Analysis Application</p> <p>3. Demonstrate knowledge and understanding of principles and techniques of idea generation and the application of creative entrepreneurial knowledge, evaluation of contemporary global developments in marketing innovations based on sustainability and ethical aspects. Application Problem solving Analysis</p> <p>4. Develop creative marketing strategies to launch and manage innovative new product and services. Application Communication</p>
Assessment Details	<p>Element 1: Group Presentation 15 minutes : weighting 30% (Learning Outcomes 1 & 2); and Element 2: An Individual Report of 2000 words: weighting 70% (Learning Outcomes 3 & 4).</p>
Indicative Content	<p>Entrepreneurship and innovation are the life blood of any business, whether a start-up or a well-established organisation. This module combines the practical requirements and theoretical constructs to inspire enterprising, entrepreneurial and innovative thinking, equipping you with the tools to develop and initiate a new business.</p> <p>The module will focus on development of entrepreneurship and innovative thinking to enable students to explore creative and innovative solutions in a dynamic and digital global marketplace. The module will also explore the challenges faced by entrepreneurs, marketers and consultants in taking innovative products and/or services to market. The module will also examine the drivers of market adoption and evaluate creative marketing strategies for successful launch of innovative new products and service. Indicative content includes:</p> <ol style="list-style-type: none"> 1. Innovation and marketing role in business creation 2. Development of innovative new products and new service innovation <input type="checkbox"/> <input type="checkbox"/> identifying & examining innovation opportunities for business creation 3. Customer psychology and its impact on the adoption and diffusion of innovation - when and why do customers fail to adopt innovative new products 4. Marketing research <input type="checkbox"/> <input type="checkbox"/> the importance of marketing research and customer insights when creating innovative new products and services. The role of Artificial Intelligence (AI) in generating marketing insights and innovations. 5. Managing the innovative new product development process in the digital age. 6. Formulating innovation growth strategy in the digital age.
Learning Strategies	<p>Tutor led and peer-to-peer learning sessions will follow a general pattern of introduction of a topic and provision of frameworks and models for student learning, followed by application by students to appropriate data or case study materials. Students will be expected to perform set exercises, these will include the analysis, discussion and presentation of case- based work both individually and as part of a learning group and will receive formative feedback. Students will be expected to obtain supplementary information from a number of paper or electronic sources as part of their preparation, as recommended by the tutor.</p> <p>All learning will develop and enhance students digital competences.</p> <p><input type="checkbox"/> <input type="checkbox"/> Contact will include a mixture of small and/or larger group activities, based on the principles of practice and problem-based learning. Learning will be organised into a series of sessions where students will be required to participate. Each session will be based around a problem or issue, and students will work towards a range of creative solutions by specifying objectives, identifying constraints, obtaining background information, applying related theory and knowledge based around the subject matter.</p> <p><input type="checkbox"/> <input type="checkbox"/> Students will be expected to be familiar with contemporary discussions in this area of business creation and marketing innovation, and to bring a range of ideas to bear on the discussions.</p> <p><input type="checkbox"/> <input type="checkbox"/> The module will use a blend of teaching methods to enable different styles of learning to be facilitated. The differing methods will also be a platform for the development of essential skills such as intellectual skills, communication skills and problem solving, analytical and decision-making skills, as well as research, teamwork, negotiation, presentation, referencing, argument, judgement and appropriate use of digital technology.</p>
Texts	<p>Bjerke, B., (2018) Alternative Marketing Approaches for Entrepreneurs, Edward Elgar Publishing. ISBN: 9781786438942</p>

	<p>Golder, P.N. and Mitra, D. (2018) Handbook of Research on New Product Development, Edward Elgar Publishing. ISBN: 9781784718145</p> <p>Marinova, S., Larimo, J., Nummela, N. (Eds.) (2017), Value Creation in International Business - Volume 1: An MNC Perspective, Palgrave Macmillan U.K. ISBN: 9783319308036</p> <p>Shiu, E. (2017), Research Handbook of Innovation and Creativity for Marketing Management, Edward Elgar Publishing. ISBN: 9780857937940</p>
Resources	<p>VLE learning support material to be provided for independent /self-directed learning.</p> <p>Module handbook</p> <p>Open Textbook Library</p> <p>Selected contemporary problem/practice based case examples</p>
Web Descriptor	<p>Entrepreneurship and innovation are the life blood of any business, whether a start-up or a well-established organisation. This module combines the practical requirements and theoretical constructs to inspire enterprising, entrepreneurial and innovative thinking, equipping you with the tools to develop and initiate a new business.</p>