MN5510 – ENTREPRENEURSHIP, INNOVATION AND CREATIVITY

MODULE TYPE/SEMESTER: Option (20 credits), Semester 1

MODULE CO-ORDINATOR: Mr Charles Lovatt

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AIM:
Innovation is a tool of the Entrepreneur; at the heart of innovation lies creativity which is an essential part of recognising and exploiting opportunities. Entrepreneurship is often taught within the context of new venture creation. This module takes an alternative, critical, approach and will, through a Schumpeterian lens, consider the role of the entrepreneur in innovation, change and economic growth. The module will provide insight into the nature and identity of entrepreneurship by critically analysing the way entrepreneurial activity creates economic wealth, cultural and social value; and will impart an understanding of individual entrepreneurship, corporate entrepreneurship, cultural and social entrepreneurship.

METHOD OF TEACHING & LEARNING:
Three hour synchronous session on Friday afternoon each week. Each session will incorporate a blend of lecture, class discussion, tutorial, group work and class presentations. All members of the class will be required to participate in discussion and presentations.

The course will involve a very significant amount of individual reading and students need a will need to be au fait with, and be confident of discussing academic literature from peer reviewed journals. The ability to rapidly digest, and use, academic papers is essential. The module will not be suitable for those whose English is sub-standard at the start of Semester One.

LEARNING OUTCOMES:
By the end of the course, students should be able to critically discuss:

- Entrepreneurship as conceptualised by Schumpeter
- The nature of (a) individual (b) corporate (c) socio-cultural entrepreneurship
- Innovation; and, evaluation of the impacts of innovation in terms of: economic outcomes / social outcomes / cultural outcomes
- Spatial aspects of entrepreneurial activity
- Creative destruction and disruptive innovation
ASSESSMENT:
100% Coursework – made up of the following elements:
- Group course work 30%
- Individual course work 70%

Text books and readings:

A comprehensive reading list will be issued during the first lecture. It will contain a very wide range of papers drawn from peer reviewed academic journals which may be accessed via the Library portal.

Course descriptions apply to the period of dual-mode delivery in the academic year 2020/21. Organisation of courses may be subject to change without notice.