

AMITY GLOBAL INSTITUTE

Module Syllabus

Course	BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES (UNIVERSITY OF NORTHAMPTON)
Module Title	Opportunity, Innovation and Entrepreneurship
Module Syllabus no. (if any)	MKT3026
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <p>a) Critically understand the meaning of business opportunity and its centrality to innovation and entrepreneurship</p> <p>b) Compare and contrast alternative strategic responses to opportunities in a range of contexts</p> <p>c) Critically evaluate a range of current practices in the management of innovation and entrepreneurial endeavours</p> <p>Subject-specific Skills</p> <p>d) Be aware of, and alert to, opportunities in the emerging business environment</p> <p>e) Analyse an existing business, with a view to evaluating its propensity / readiness for entrepreneurial and innovative opportunities</p> <p>f) Apply a range of relevant techniques applicable to the development of new products, services and venture opportunities</p> <p>g) Identify, and assess the viability of, an opportunity and justify a proposal for new products, services and venture activities, in the light of resource implications</p> <p>Key Skills</p> <p>h) Identify, select and critically evaluate appropriate information for inclusion in a written research report (learning to learn; problem solving; self management; communication skills)</p> <p>i) Compile a project report, analysis and findings, which clearly shows evidence of autonomous learning (learning to learn; problem solving; self management; communication skills)</p>
No of teaching hours	<p>Lectures = 24 Seminars = 24 Tutorials and skill development = 26 Self Study = 76 1 x research report = 30 1 x project = 20</p> <p>TOTAL = 200</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	AS1- Individual Assignment (2,000 words) – 60% PJ1 – Individual Project (2,000 words) - 40%
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended text	<ul style="list-style-type: none"> • Innovation and entrepreneurship - J. R. Bessant, Joseph Tidd, 2015 • Managing change, creativity & innovation - Patrick Dawson, Constantine Andriopoulos, 2014 • Managing innovation: integrating technological, market and organizational change – Joseph Tidd, J. R. Bessant, 2013 • Innovation and Entrepreneurship - Drucker, Peter, 2014 • Innovation and entrepreneurship: practice and principles - Peter F. Drucker, 2015

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Lesson No.	Learning Outcome
Indicative Content	<ul style="list-style-type: none"> • Introduction: the importance of managing business opportunities: opportunities for the 21st century: the symbiotic relationship of innovation and entrepreneurship. • Entrepreneurship. The practice and context of entrepreneurship: knowledge, skills, behaviours and attitudes. • Innovation. Types and sources of innovation: technology push; market pull; competitor activity; exploiting knowledge resources. • The academic study of business opportunity. Economic, sociological and psychological perspectives: e.g. arbitrage; social embeddedness; networking; internationalisation • The management of opportunity: Kirzner and alertness; generating and spotting opportunities; role of creativity, intuition and experiential learning; evaluating opportunities; exploiting opportunities. • The management of new product/service development. Alternative paradigms and management processes. The role of: R&D; product research and forecasting; design methodologies (e.g. QFD) and product design;. Managing the launch of new products/services and deletion. • The management of corporate entrepreneurship. Entrepreneurship and innovation in organisations: barriers and development. Developing intrapreneurs and innovation-seeking managers. Corporate venturing and other strategic responses. • The emergence of 'Mega Trends' and strategic responses through Entrepreneurial activity

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