

IB99H-10 Innovation and Strategic Entrepreneurship

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

James Hayton

Credit value

10

Module duration

3 weeks

Assessment

100% coursework

Study location

WBS in London (The Shard)

Description

Introductory description

This module is about how knowledge – both new and old – leads to enhanced wealth creation or quality of life through innovation. Innovation is understood here as the process through which knowledge and creativity lead to product, process, service or organisational change. Key themes in the module are the link between innovation and strategy, innovation and organisational structure and the role of ‘openness’ in successful innovation. An interdisciplinary, integrative approach is adopted drawing on the managerial, strategic and technological literatures and making extensive use of case-study and statistical evidence from the research literature. Skills development focuses on extending students’ capabilities in evidence-based strategy formulation and business leadership.

[Module web page](#)

Module aims

The module aims to provide students with an introduction to theory and leading practice relating to innovation and strategic entrepreneurship in a range of operating environments. The core objectives of the module are:

to introduce students to the main conceptual frameworks which have shaped research and practice on innovation and strategic entrepreneurship
to cultivate in students an appreciation of the role of innovation and strategic entrepreneurship in organisational economic, social, and environmental performance, responsiveness to digitalisation and enhancing sustainability.
to provide an opportunity to develop innovation and entrepreneurial skills
to encourage insight into the practical steps which can be taken to promote an entrepreneurial orientation, to build, and execute processes for corporate entrepreneurship
to develop an integrated view of innovation and corporate entrepreneurship in different operating contexts

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Creative destruction, organizational adaptiveness and sustainability

The implications of innovation for organizational performance

Core rigidities, and innovator's dilemma

Organizational ambidexterity

Innovation strategy and strategic innovation

Identifying, valuing and prioritizing opportunities

Lean startup and customer discovery/development

Design thinking: understanding users

Internal organizational environments for Innovation - Leadership and management practices;

Culture for entrepreneurship and innovation

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate a systematic understanding of the importance of innovation and creativity to organisational performance, sustainability objectives and economic development
- Demonstrate a critical understanding of the key facilitators of innovation within organisations, such as culture, leadership, structure and management processes
- Demonstrate a systematic understanding of the main approaches to building capability for, as well as potential drivers and barriers to, innovation and creativity in different types of organisations
- Gather and synthesise information effectively to scan for potential complex problems, and demonstrate creativity in solving these through the development of appropriate solutions

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

Demonstrate an ability to undertake evidence based innovation strategy formulation

Subject specific skills

Effectively apply individual and team techniques to promote creativity

Evaluate the innovation capability of an organisation and develop outline suggestions for improvement

Interpret and challenge preconceptions about creativity and innovation

Undertake comprehensive, evidence-based innovation strategy formulation

Transferable skills

Written communication skills

Problem Solving

Information technology

Self awareness and reflection

Study

Study time

Type	Required
Other activity	27 hours (39%)
Private study	43 hours (61%)
Total	70 hours

Private study description

Preparation for lectures and self-study; prep for the module

Other activity description

2 x 7.5 hrs + 1 x 6.5 hrs F2F lectures, plus 2 x 2 hrs and 1 x 1.5 hrs online lectures

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual assignment	100%	30 hours	Yes (extension)
Reassessment component is the same			

Feedback on assessment

Assessments are graded using standard University Postgraduate Marking Criteria and written feedback is provided. Feedback for individual essays include comments on a marksheet.

Availability

There is currently no information about the courses for which this module is core or optional.