



## Module Descriptor Definitive Document

<b>Module Code</b>	BSND01
<b>Version</b>	1.3
<b>Module Title</b>	Intrapreneurship and Innovation
<b>Credits</b>	20
<b>Academic Level (FHEQ)</b>	5
<b>Study Period</b>	A
<b>Prerequisites and co-requisites</b>	N/A

### Content (Indicative)

This module introduces students to the concepts of intrapreneurship and innovation and will include the following content:

- The theoretical concepts associated with intrapreneurship and innovation.
- The differentiation of intrapreneurship from entrepreneurship and examination of techniques to encourage innovation within organisations.
- Application of innovative and entrepreneurial techniques within a business simulation game.

### Teaching and Learning Experience

- Blended Learning
- Business Simulation Game
- Guided Independent Study
- Lectures
- Seminars

### Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Demonstrate an understanding of the theoretical concepts associated with intrapreneurship and innovation.
2. Analyse the similarities and differences between intrapreneurs and entrepreneurs.

BSND01 v1.3

3. Apply the process of developing enterprising and innovative ideas for successful completion of a business simulation game.
4. Prepare a reflective conclusion on the application of innovative and entrepreneurial techniques within a business simulation game.

## Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed
Essay	up to 2,500 words (or equivalent)	50%	1, 2
Report	up to 2,500 words (or equivalent)	50%	3, 4

## Indicative reading (APA 7th edition referenced)

### Books

- Bessant, J., & Tidd, J. (2015). *Innovation and entrepreneurship* (2nd ed.). John Wiley & Sons Ltd.
- Burns, P. (2013). *Corporate entrepreneurship* (3rd ed.). Palgrave-Macmillan  
Replaced by (2020). (4th ed.).
- Chesbrough, H. (2008). *Open innovation: Researching a new paradigm*. Oxford University Press.
- Down, S. (2010). *Enterprise, entrepreneurship and small business*. Sage Publishers.
- Drucker, P. F. (2015). *Innovation and entrepreneurship practice and principle*. Harper & Row.
- Pinchot, G. (1985). *Intrapreneuring: Why you don't have to leave the corporation to become an entrepreneur*. Harper & Row.
- Porter, M. (2004). *Competitive advantage: Creating and sustaining superior performance*. Free Press.
- Schilling, M. A. (2017). *Strategic management of technological innovation*. McGraw Hill.
- Tidd, J., Bessant, J., & Pavitt, K. (2013). *Managing Innovation* (3rd ed.). Wiley Chichester.
- Wickham, P. (2006). *Strategic Entrepreneurship*. FT/Prentice Hall.

### Journals

Entrepreneurship Theory and Practice

### Websites

[www.managementtoday.co.uk/](http://www.managementtoday.co.uk/)

[www.bloomberg.com/businessweek](http://www.bloomberg.com/businessweek) [www.economist.com/](http://www.economist.com/)