

Module Descriptor Definitive Document

Module Code	BSND51
Version	1
Module Title	Intrapreneurship and Innovation
Credits	20
Valid From	1 st January 2025
Status	Validated
Subject Board	BSN
HECoS Code	100079
Academic Level (FHEQ)	5
Study Period	A
Prerequisites and co-requisites	None
Not available to students taking/having taken	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 scenario or simulation.

Teaching and Learning Experience

- Business scenarios or Simulation
- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

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

1. Demonstrate a comprehensive understanding of the theoretical concepts associated with intrapreneurship and innovation, and the differences between intrapreneurs and entrepreneurs
2. Demonstrate an understanding of the process of developing enterprising and innovative ideas to navigate and achieve success in business scenarios or simulations
3. Reflect on the application of innovative and entrepreneurial techniques within a business scenarios or simulations.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Panel discussion/debate	40%	1,
Report	60%	2, 3

Indicative reading

Books

Bessant, J., & Tidd, J. (2015). *Innovation and entrepreneurship* (3rd ed.). John Wiley & Sons Ltd.
Burns, P. (2020). *Corporate entrepreneurship and innovation* (4th ed.). Palgrave-Macmillan.
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.
Schilling, M. A. (2017). *Strategic management of technological innovation*. McGraw Hill.
Tidd, J., Bessant, J., & Pavitt, K. (2013). *Managing Innovation* (3rd ed.). Wiley Chichester.

Journals

Entrepreneurship, Theory and Practice

Websites

www.managementtoday.co.uk/
www.bloomberg.com/businessweek
www.economist.com/