



Innovation-driven Entrepreneurship (CMSE 11201)

This 20 credits course aims to introduce you to the **theory and practice of entrepreneurship and innovation**. Throughout the course you will understand that exploiting a new opportunity is a process that can be planned, resourced, and managed.

You will learn some of the generic and transferable skills required to become **an innovator and entrepreneur**, and you will raise your awareness of the business, managerial, creative, analytical and interpersonal skills relevant to setting up and running an innovative organisation. We will focus specifically on how and why some innovations are successfully commercialised, with particular emphasis on the role of the innovator-entrepreneur, with specific reference to science-driven innovation and entrepreneurship, which may be relevant to your areas of study.

This course is **flexible** - delivered primarily via **online** combined with a face-to-face **group project with 2-3 other students**. Some face-to-face support is provided by the course coordinator as appropriate. It utilises multiple learning modes, including: independent reading, primary research, lecture videos, on-line quizzes, group discussion, and exposure to creative practice. You are expected to engage with every mode in order to gain the most learning from the course.

The assessment will include *Group project report*, video presentation, and individual *examination*. You will also work on short assignments that will aid your learning through the course.

The Course starts in January 2017 – Semester 2.

Turn over 

TOPICS COVERED IN THE COURSE INCLUDE

- Entrepreneurial motivation, opportunities and activities
- Entrepreneurship, innovation and creativity
- Who is your customer?
- Opportunity identification and evaluation
- Business models, resources and strategies
- Social and sustainable entrepreneurship
- Entrepreneurial Leadership

The course will enable you to:

1. Identify and discuss entrepreneurial and innovation contexts.
2. Identify and discuss entrepreneurial characteristics, and reflect on your own interest in entrepreneurial and innovation activity.
3. Identify and critically evaluate an opportunity, analyse basic aspects of the opportunity and market, and present a simple plan for its exploitation.
4. Prepare a written opportunity assessment and present your opportunity idea in a creative way.

INTENDED LEARNING OUTCOMES

Knowledge and understanding

- Understanding of the relationship between innovation, entrepreneurship and value creation as well as the unique role of the entrepreneurial manager in driving innovation and growth

Practice: Applied knowledge, skills and understanding

- Critical thinking associated with the application of entrepreneurial theory and innovation management models to real world organisations and opportunities.

Generic cognitive skills

- Recognise and assess an opportunity in a market space relevant to the programme of study

Communication, numeracy and ICT skills

- Communicate critical evaluations of relevant sources of information aided by an effective use of virtual learning environments and other tools
- Present your opportunity ideas in a creative way

Autonomy, accountability and working with others

- Take responsibility for own work, communicate well and also, demonstrate interpersonal skills required for networking and negotiations

Find more details about the course on Path

<https://path.is.ed.ac.uk/> **and Learn.**