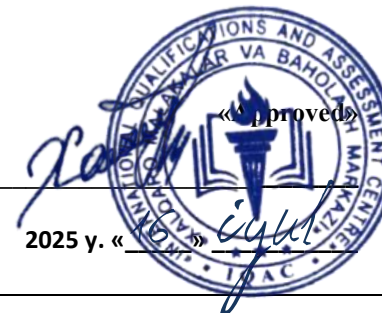




**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



<b>Programme</b>	<b>Level 7 Diploma in Architecture</b>	
<b>Unit Number/ Unit Title</b>	<b>Unit 4 Entrepreneurship and Innovation Management</b>	
<b>Cohort Code:</b>	L07EIM-U4	
<b>Unit Level</b>	7	
<b>Total Credits/Hours</b>	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
<b>Credits</b>	20 CATS/ 10 ECTS	
<b>Lecturer</b>		
<b>Start Date</b>		<b>End Date</b>

<b>Unit Aims</b>	This unit aims to develop learners' entrepreneurial mindset and innovation management skills within the context of architecture and the built environment. It explores how architectural professionals can create, manage, and scale innovative practices, services, and products while navigating the complexities of business models, funding, intellectual property, and market trends.
<b>Differentiation Strategies</b> (e.g. planned activities or support for individual learners according to their needs)	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none"><li>1. Progressive tasks</li><li>2. Digital resources</li><li>3. Verbal support</li><li>4. Variable outcomes</li><li>5. Collaborative learning</li><li>6. Ongoing assessment</li><li>7. Flexible-pace learning</li></ol>

<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<b>Teaching and Learning Materials</b>
	<ul style="list-style-type: none"> <li>• Osterwalder, A. &amp; Pigneur, Y. (2010). Business Model Generation. Wiley.</li> <li>• Brown, T. (2009). Change by Design. Harvard Business Review Press.</li> <li>• McDonough, W. &amp; Braungart, M. (2002). Cradle to Cradle. North Point Press.</li> <li>• Kelley, T. &amp; Littman, J. (2005). The Ten Faces of Innovation. Crown Business.</li> <li>• Caves, R. E. (2002). Creative Industries: Contracts between Art and Commerce. Harvard University Press.</li> </ul>

<b>Learning Outcome</b> <b>(The learner will:)</b>	<b>Assessment Criteria</b> <b>(The learner can:)</b>
<b>LO1. Analyse entrepreneurial processes relevant to architectural practice.</b>	<b>Business Plan:</b>  <b>1.1 Develop a viable start-up idea for an architectural venture.</b> <b>1.2 Define value proposition, market analysis, and financial projections.</b>
<b>LO2. Assess strategies for managing innovation in design practices.</b>	<b>Written Report:</b>  <b>2.1 Evaluate innovation frameworks such as open innovation or design thinking.</b> <b>2.2 Examine case studies of innovative architectural firms.</b>
<b>LO3. Explore funding mechanisms and business models for architectural entrepreneurship.</b>	<b>Pitch Presentation:</b>  <b>3.1 Create a pitch deck tailored to investors or stakeholders.</b> <b>3.2 Justify chosen revenue models and investment strategy.</b>
<b>LO4. Examine intellectual property and legal considerations in architectural innovation.</b>	<b>Essay:</b>  <b>4.1 Discuss the protection of creative works in design and architecture.</b> <b>4.2 Critically assess licensing and copyright issues.</b>

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/signature
1	Introduction to Entrepreneurship in Architecture	Define entrepreneurship within the architectural profession and its impact on the built environment.	LO1	
2	Characteristics of the Entrepreneurial Mindset	Explore traits, behaviours, and thinking patterns of successful architectural entrepreneurs.	LO1	
3	Opportunity Recognition in the Built Environment	Identify and evaluate emerging needs and gaps in design and construction sectors.	LO1	
4	Ideation and Concept Generation for Design Startups	Apply creative thinking and structured brainstorming to generate business ideas.	LO1	
5	Business Models in Architecture	Analyse business model frameworks (e.g., Business Model Canvas) for architectural ventures.	LO3	
6	Value Proposition Design	Develop value propositions tailored to clients and users in the built environment.	LO3	

<b>7</b>	Innovation in Design Practices	Explore how firms innovate in services, technologies, and workflows.	LO2	
<b>8</b>	Managing Creative Teams and Studio Culture	Examine leadership and collaboration strategies in design-driven teams.	LO3	
<b>9</b>	Organisational Structures for Innovation	Understand how firms can organise for agility, experimentation, and growth.	LO3	
<b>10</b>	Trends in Architectural Technology and Practice	Investigate cutting-edge innovations and their implications for practice.	LO1, LO2	
<b>11</b>	Prototyping and Testing of Architectural Products	Apply rapid prototyping methods to test services or design tools.	LO2	
<b>12</b>	Funding and Finance for Startups	Explore startup funding sources—bootstrapping, angel investors, venture capital.	LO3	
<b>13</b>	Architectural Business Pitching	Craft and deliver compelling pitches to potential clients and investors.	LO3	
<b>14</b>	Writing a Business Plan for a Design Venture	Develop key components of a business plan for an architectural startup.	LO3	

15	Legal Structures for Design-Based Businesses	Evaluate entity types (LLC, sole trader, etc.) and legal implications for architecture firms.	LO4	
16	Midterm	<b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Intellectual Property in Architecture	Understand copyright, trademarks, and patents relevant to design practices.	LO4	
18	Contracts and Risk Management	Examine legal risks and strategies for contract design in architectural entrepreneurship.	LO4	
19	Ethics and Social Responsibility in Innovation	Address ethical challenges in delivering disruptive or speculative projects.	LO4	
20	Branding and Positioning for Architectural Startups	Develop brand identity and positioning strategies for design-oriented firms.	LO3	
21	Digital Marketing and Client Engagement	Use digital tools to reach clients and communicate innovative offerings.	LO4	
22	Scaling an Architectural Venture	Analyse strategies for growing from solo practice to established firm.	LO1, LO2	

<b>23</b>	Internationalisation and Global Practice	Explore expansion strategies and challenges in international architectural markets.	LO1, LO2	
<b>24</b>	Lean Startup Methodology in Architecture	Apply lean principles to test assumptions and validate service ideas.	LO2	
<b>25</b>	Managing Failure and Resilience in Design Business	Reflect on case studies of failure, resilience, and pivots in architecture ventures.	LO1	
<b>26</b>	Strategic Partnerships and Collaborations	Identify partnership models to enhance innovation and reach.	LO2, LO3	
<b>27</b>	Licensing and Certification for New Products	Learn how to certify or register new systems, materials, or services.	LO4	
<b>28</b>	Environmental and Social Innovation in Architecture	Develop sustainable business ideas aligned with climate and social needs.	LO1, LO2	
<b>29</b>	Project Workshop: Design Your Startup	Start developing your own architecture-based entrepreneurial project.	LO1 – LO4	
<b>30</b>	Final Project Review and Feedback	Present startup concepts and receive critical feedback for improvement.	LO1 – LO4	

<b>31</b>	Final Exam: Reflection and Future Planning	Reflect on your entrepreneurial journey and outline next steps.	LO1 – LO4	
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