



INTERNATIONAL QUALIFICATIONS AND ASSESSMENT CENTRE (IQAC)



Programme	Level 5 Extended Diploma in Strategic Business Management (RQF)	
Unit Number/ Unit Title	UNIT 9 BUSINESS INNOVATION AND ENTREPRENEURSHIP	
Cohort Code:	L05BIE-U9	
Unit Level	LEVEL 5	
Total GLH	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
Credits/Hours	20 CATS/ 10 ECTS	
Lecturer		
Start Date	End Date	

Unit Aims	This unit aims to foster an understanding of innovation and entrepreneurship by exploring how new ideas are generated, developed, and transformed into successful business ventures. Students will also be able to develop and communicate business ideas, formulate business plans for innovative ventures as well as implement and manage innovative projects.
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning

Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	<p style="text-align: center;">Teaching and Learning Materials</p> <p>Drucker, P. F. (1985). "Innovation and Entrepreneurship: Practice and Principles." HarperCollins.</p> <p>Christensen, C. M. (1997). "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail." Harvard Business Review Press.</p> <p>Blank, S. G. (2013). "The Four Steps to the Epiphany: Successful Strategies for Products that Win." K&S Ranch.</p> <p>Chesbrough, H. (2003). "Open Innovation: The New Imperative for Creating and Profiting from Technology." Harvard Business Review Press.</p> <p>Shane, S., & Venkataraman, S. (2000). "The Promise of Entrepreneurship as a Field of Research." Academy of Management Review, 25(1), 217-226.</p>

Learning Outcome	Assessment Criteria
LO1. Learner will be able to understand innovation and entrepreneurship.	AC 1.1: Define innovation and entrepreneurship and their importance in business. AC 1.2: Explain the relationship between innovation, entrepreneurship, and organizational success. AC 1.3: Analyze the impact of innovation and entrepreneurship on industries and economies.
LO2. Learner will be able to identify and evaluate business opportunities.	AC 2.1: Identify and evaluate potential business opportunities for innovation and entrepreneurship. AC 2.2: Assess market trends, customer needs, and competitive landscapes to identify viable business ideas. AC 2.3: Conduct feasibility analyses for potential business ventures.
LO3. Learner will be able to develop and communicate business ideas.	AC 3.1: Develop and articulate innovative business ideas, considering value propositions and differentiation. AC 3.2: Create effective business pitches and presentations to communicate ideas to stakeholders. AC 3.3: Develop a business model outlining key components and revenue streams.
LO4. Learner will be able to formulate business plans for innovation ventures.	AC 4.1: Formulate comprehensive business plans for innovation ventures, including strategic goals and operational plans. AC 4.2: Develop financial projections and funding strategies for entrepreneurial ventures. AC 4.3: Evaluate and address potential risks and challenges in the business plans.
LO5. Learner will be able to implement and manage innovation projects.	AC 5.1: Implement innovation projects, applying project management principles and methodologies. AC 5.2: Manage resources, timelines, and budgets effectively in the execution of innovation initiatives. AC 5.3: Monitor and evaluate the progress and outcomes of innovation projects.
LO6. Learner will be able to foster an entrepreneurial culture in organizations.	AC 6.1: Assess the components of an entrepreneurial culture and its importance in fostering innovation. AC 6.2: Develop strategies for creating and sustaining an entrepreneurial culture within organizations. AC 6.3: Analyze the role of leadership in promoting innovation and entrepreneurship.

No	Learning Outcomes/Topic	Learning and Teaching Outcomes	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Innovation and Entrepreneurship	Lecture: Definitions, types, and significance of innovation and entrepreneurship Group Discussion: Difference between innovation and invention Case Study: How innovation led to successful startups	LO1 , AC 1.1	
2.	Innovation, Entrepreneurship & Organizational Success	Lecture: The role of innovation in organizational growth Discussion: Entrepreneurial mindset and transformation Video Analysis: Innovative companies	LO1 , AC 1.2	
3.	Impact of Innovation on Industries and Economies	Lecture: Entrepreneurship's impact on industries and GDP Activity: Sector-wise innovation trends Group Presentation: Innovation in emerging vs. developed economies	LO1 , AC 1.3	
4.	Innovation Ecosystems and Government Policy	Lecture: Role of ecosystems and government support Case Study: Accelerators and incubators Group Discussion: Local policy support for entrepreneurs	LO1 , AC 1.3	
5.	Revision Class	<ul style="list-style-type: none"> Task 1: Entrepreneur Profile Report Instructions: Select an entrepreneur and analyze their characteristics, opportunity recognition skills, and innovation impact. Task 2: Opportunity Identification Activity Instructions: Evaluate real-world business problems and propose innovative solutions. 	LO1	

		Objective: Develop problem-solving and opportunity analysis skills.		
6.	Identifying Business Opportunities	Lecture: Spotting unmet market needs Workshop: Idea generation and opportunity recognition Activity: Evaluate selected ideas	LO2, AC 2.1	
7.	Market Trends and Customer Needs	Lecture: Tools to assess trends (PESTLE, SWOT) Workshop: Mapping customer pain points Case Study: Airbnb's opportunity identification	LO2, AC 2.2	
8.	Feasibility and Opportunity Evaluation	Lecture: Feasibility dimensions Group Task: Conduct mini feasibility study Peer Review: Present and critique ideas	LO2, AC 2.3	
9.	Value Proposition Design	Lecture: Crafting compelling value propositions Workshop: Use of Value Proposition Canvas Group Discussion: Analyzing startup value	LO3, AC 3.1	
10.	Revision Class	<ul style="list-style-type: none"> Task 1: Opportunity and Innovation Report Instructions: Identify a market opportunity and propose an innovative product/service. Objective: Evaluate need, innovation type, and customer value. Task 2: Lean Startup Plan Instructions: Develop an MVP proposal and validation plan. Objective: Apply lean startup and customer feedback mechanisms. 	LO1-LO2	
11.	Review	<ul style="list-style-type: none"> Review Session: Key concepts from Weeks 1–10 Mock Exam Feedback and clarification session 	LO1-LO2-LO3	

12.	Business Pitching Techniques	Lecture: Structure and content of a pitch Activity: Practice elevator pitches Feedback Session: Peer and instructor review	LO3, AC 3.2	
13.	Business Model Creation	Lecture: Business Model Canvas Group Activity: Build a model for your idea Case Study: Successful business models	LO3, AC 3.3	
14.	Structuring the Business Plan	Lecture: Business plan components Activity: Begin writing sections of a plan Group Discussion: Business plan pitfalls	LO4, AC 4.1	
15.	Financial Planning and Forecasting	Lecture: Revenue models and forecasts Workshop: Draft a basic financial projection Discussion: Funding options for startups	LO4, AC 4.2	
16.	Midterm	Midterm assessment covering theory and application	LO1-LO2-LO3-LO4	
17.	Feedback & Reflection	<ul style="list-style-type: none"> Reflective Session: Challenges faced in entrepreneurship Feedback: From instructor and peers Course evaluation	LO1-LO2-LO3-LO4	
18.	Risk Analysis and Contingency Planning	Lecture: Risk identification and management Activity: Create risk response strategies Case Study: Startups managing early risks	LO4, AC 4.3	
19.	Project Planning for Innovation	Lecture: Project frameworks (Lean, Agile) Workshop: Build a project timeline and tasks Discussion: Planning under uncertainty	LO5, AC 5.1	
20.	Budgeting and Resource Allocation	Lecture: Budgeting in startups Group Task: Allocate resources for a venture Case Study: Resource constraints and impact	LO5, AC 5.2	

21.	Monitoring and Evaluation of Innovation Projects	Lecture: KPIs and monitoring tools Workshop: Develop a performance tracking sheet Activity: Sample innovation evaluation	LO5, AC 5.3	
22.	Review Class/Presentation of cases	<ul style="list-style-type: none"> Task 1: Business Plan Pitch Instructions: Prepare and deliver a pitch presentation with BMC, financials, and marketing plan. Objective: Apply innovation, research, and planning skills. Task 2: Innovation Showcase Instructions: Present a working prototype or concept model. Objective: Demonstrate idea-to-product journey 	LO1-LO2-LO3-LO4-LO5	
23.	Building an Entrepreneurial Culture	Lecture: Traits of innovative cultures Activity: Assess culture of startup firms Discussion: Corporate vs. startup cultures	LO6, AC 6.1	
24.	Sustaining Innovation Culture	Lecture: Incentives and learning environments Workshop: Design an internal innovation program Case Study: How 3M and Atlassian sustain creativity	LO6, AC 6.2	
25.	Leadership in Innovation and Entrepreneurship	Lecture: Entrepreneurial leadership styles Group Discussion: Traits of innovation leaders Activity: Write a founder's leadership vision	LO6, AC 6.3	
26.	Leadership in Innovation and Entrepreneurship	Lecture: Entrepreneurial leadership styles Group Discussion: Traits of innovation leaders Activity: Write a founder's leadership vision	LO6, AC 6.3	
27.	Digital Transformation and Emerging Trends	Lecture: Role of digital tech (AI, blockchain) Group Research: Explore an innovation trend Presentation: Innovation in digital ecosystems	LO1-LO2-LO3-LO4-LO5-LO6	

28.	Social Innovation and Sustainable Entrepreneurship	Lecture: Business with social purpose Case Study: Impact-driven startups Group Discussion: Profit vs. purpose balance	LO1-LO2-LO3-LO4-LO5-LO6	
29.	Final Exam Preparation	<ul style="list-style-type: none"> Final review session, Q&A Sample questions and revision exercises 		
30.	Final Exam	Comprehensive final exam on innovation and entrepreneurship concepts		