

BUS2007 Entrepreneurship and Innovation

Unit Description

This unit focuses on entrepreneurship, creativity, and innovation as the prevailing culture and means of achieving breakthrough solutions in terms of customer and stakeholders' needs and community welfare. Innovation, new insights, and creative abilities are fundamental to an organisation's success.

Credit Points	6 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Demonstrate an understanding of the importance of entrepreneurship and innovation to economies and society.
2. Identify and assess the qualities of successful entrepreneurs.
3. Critique new business ideas and ventures.
4. Describe and discuss the legal issues and risks associated with new business ventures.
5. Identify and critically assess how governments might create a business climate in which innovation can flourish.