



MN5510 – Entrepreneurship, Innovation and Creativity

MODULE TYPE/SEMESTER: Option (20 credits), Semester 1

MODULE CO-ORDINATOR: Dr Neha Gopinath

CONTACT DETAILS: ng52@st-andrews.ac.uk

AIM:

Entrepreneurship is often taught within the context of new venture creation. This module takes an alternative approach and will consider the role of the entrepreneur in innovation, change and economic growth. The module will provide insight into the nature and identity of entrepreneurship by critically analysing the way entrepreneurial activity creates value (economic and social value); and will impart an understanding of individual entrepreneurship, corporate entrepreneurship, and social entrepreneurship.

METHOD OF TEACHING & LEARNING:

Three-hour synchronous session each week. Each session will incorporate a blend of lecture, class discussion, tutorial, group work and class presentations. All members of the class will be required to participate in discussion and presentations. The module will involve significant amount of individual reading and students should be prepared to discuss academic literature from peer reviewed journals.

LEARNING OUTCOMES:

By the end of the course, students should be able to:

- Demonstrate a critical understanding of the theories, concepts, and principles of entrepreneurship
- Demonstrate an understanding of innovation and, evaluation of the impacts of innovation in creating value (economic and social)
- Critically assess the nature of individual, corporate, and social entrepreneurship
- Discuss creative destruction and disruptive innovation

ASSESSMENT:

100% Coursework – made up of the following elements:

- Group work 20%
- Individual course work 80%

Text books and readings:

- Mitra, J. (2019). Entrepreneurship, Innovation and Regional Development: An Introduction. United Kingdom: Taylor & Francis.
- Burns (2020), Corporate Entrepreneurship 4th edition, Macmillan
- Bessant, J. & Tidd, J., 2015. Innovation and Entrepreneurship. Third ed. Chichester, UK: John Wiley & Sons.

A comprehensive reading list will be issued during the first lecture. It will contain a very wide range of papers drawn from peer reviewed academic journals which may be accessed via the Library portal.

Organisation of courses may be subject to change without notice.