



Study-Unit Description

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| CODE | IOT2008 |
| TITLE | Innovation and Entrepreneurship: Practical Approaches |
| LEVEL | 02 - Years 2, 3 in Modular Undergraduate Course |
| ECTS CREDITS | 4 |
| DEPARTMENT | E de Bono Inst. for the Design & Dev of Thinking |
| DESCRIPTION | <p>This study-unit will begin by exploring practical approaches to opportunity identification. Students shall then learn what is involved in starting up their own business and will discover that creativity and innovation are important determinants of new venture success. The study-unit will highlight the importance of creativity, clarity and practicality when formulating a venture plan and students will learn that these factors are indispensable whether they should decide to seek employment or to start their own business in the future.</p> |

Study-unit Aims:

This study-unit aims at fostering an entrepreneurial mindset among students by facilitating their development into proactive, flexible and creative thinkers who are able to identify and exploit opportunities.

Learning Outcomes:

1. Knowledge & Understanding

By the end of the study-unit the student will be able to:

- explain different practical approaches to identifying, evaluating and exploiting opportunities for the introduction of innovative products, services, processes, etc.;
- describe the key components of a venture plan.

2. Skills

By the end of the study-unit the student will be able to:

- apply different practical strategies to identify opportunities for the introduction of innovative products, services, processes, etc.;
- formulate a strategy for the evaluation and implementation of an idea into a new or existing enterprise.

Main Text/s and any supplementary readings:

Main Text:

- Osterwalder, A. & Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. John Wiley & Sons.

Supplementary readings:

- Burns, P. (2016). Entrepreneurship and small business: Start-up, growth and maturity. NY: Palgrave Macmillan.
- Further readings in electronic format will be provided throughout the course.

STUDY-UNIT TYPE Lecture

| METHOD OF ASSESSMENT | Assessment Component/s | Assessment Due | Resit Availability | Weighting |
|-----------------------------|-------------------------------|-----------------------|---------------------------|------------------|
| | Presentation | SEM2 | Yes | 30% |
| | Assignment | SEM2 | Yes | 70% |

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Anamaria Pantea

The University makes every effort to ensure that the published Courses Plans, Programmes of Study and Study-Unit information are complete and up-to-date at the time of publication. The University reserves the right to make changes in case errors are detected after publication.

The availability of optional units may be subject to timetabling constraints.

Units not attracting a sufficient number of registrations may be withdrawn without notice.

It should be noted that all the information in the study-unit description above applies to the academic year 2019/0, if study-unit is available during this academic year, and may be subject to change in subsequent years.

<https://www.um.edu.mt/course/studyunit>