## KentVision Code and title of the module

PSYC8580 Entrepreneurship, Innovation and Creativity

## Division and School/Department or partner institution which will be responsible for management of the module

Division of Human and Social Sciences, School of Psychology

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

15 Credits (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn or Spring

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

#### Compulsory to the following courses:

* MSc Organisational Psychology

#### Optional to the following courses:

* None

## The intended subject specific learning outcomes.On successfully completing the module students will be able to:

8.1. Understand the contemporary work environment, the need for innovation and the role of the organisational psychologist and demonstrate understanding through critical evaluation.

8.2. Demonstrate practically and theoretically an understanding of the important role of the political, social, technological, and economic environment in entrepreneurship and innovation, drawing upon established and new theories in the field.

8.3. Develop and critically demonstrate a thorough understanding of the process of hypothesis driven innovation and business model design, and its application.

8.4. Understand and demonstrate critically how to develop and validate an entrepreneurial or innovative business idea with customers.

8.5. Demonstrate how to choose the right metrics to track the potential success of a business idea.

8.6. Demonstrate an appreciation of what next steps you would need to take to secure investment or funding for your business idea.

## The intended generic learning outcomes.On successfully completing the module students will be able to:

9.1. Critically reflect on key themes

9.2. Creatively evaluate and generalise appropriately

9.3. Select and synthesise complex materials, through organising, developing, and evaluating relevance

9.4. Systematically approach problem solving, individually and as part of a group, also using appropriate information technology

9.5. Plan work and study independently, through personal development and time management

9.6. Communicate persuasively, through a variety of methods

9.7. Understand the statistical analysis conducted by others, and its limits.

## A synopsis of the curriculum

This module focuses on helping students develop the skills of working in an innovative environment as a social scientist. Innovation has become important to organisations. The practice of hypothesis-driven or lean innovation provides a unique role for the social scientist within start-ups and large organisations. During this module, students will learn about the theory and practice of innovation. Students will also work with a team on validating a product idea.

## Reading list

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 115

Contact Hours: 35

Total: 150

## Assessment methods

* 1. Main assessment methods

Presentation (10 mins approx, non-prescriptive) – 20%\*

Business Report (5,000 words) – 80%\*

***\*The Business Report is pass compulsory and must be passed to achieve the learning outcomes of the module***

* 1. Reassessment methods

100% Coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| Module learning outcome | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 | 9.6 | 9.7 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Workshops | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** |  |  |

**Module learning outcomes against assessment methods:**

| Module learning outcome | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 | 9.6 | 9.7 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Presentation  |  |  | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** |
| Business Report  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

This module will cover a global approach to entrepreneurship and related topics. Students will be expected to understand, develop and validate an entrepreneurial or innovative business idea with customers from various cultural and geographic backgrounds.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/Minor revision | Start date of delivery of (revised) version | Section revised (if applicable) | Impacts PLOs (Q6 & 7 cover sheet) |
| --- | --- | --- | --- | --- |
| 01.12.22 | Minor | September 2023 | 8, 9, 13, 14 |  |
|  |  |  |  |  |