University of the West of Scotland

Module Descriptor

Session: 2024/25

Title of Module: Entrepreneurial Project Management	

Code: QUAL11030	SCQF (Scottish Credit and Qualifications Framework) Level: 11	Credit Points: 20	ECTS (European Credit Transfer Scheme): 10
School:	Computing, Engineering and Physical Sciences		
Module Co-ordinator:	Anupam Dey		

Summary of Module

As the contemporary entrepreneurial environment becomes increasingly unpredictable and complex, this module aims to prepare students to thrive under these dynamic conditions. It will provide essential tools and knowledge for effectively managing innovation projects across various entrepreneurial settings. The curriculum will cover a wide range of topics including the basics of innovation and entrepreneurship, with a focus on the crucial roles of sustainability and ethics. Students will explore both incremental and disruptive innovations and analyse internal and external factors that impact innovation practices. The course will also emphasize systematic methods for identifying and evaluating innovation opportunities, developing ideas, and creating business models, with a strong focus on the practical aspects of protecting innovations and managing them within organizations.

Assessment includes a comprehensive analysis where students will develop a detailed report on exploiting an innovation opportunity in their industry or sector of interest. This report will include an executive summary, PESTEL and SWOT analyses, a description of innovation development activities, and resource planning. Discussions will also cover intellectual property protection, as well as sustainability and ethics related to the selected innovation project. The coursework offers a dynamic setting to apply theoretical knowledge to real-world scenarios, deepening students' understanding of innovation management.

Module Delivery Method

Face-To-Face	Blended	Fully Online	HybridC	Hybrid0	Work-Based Learning
☐	☒	☒	☐	☐	☐

See Guidance Note for details.

Campus(es) for Module Delivery

The module will normally be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley	Ayr	Dumfries	Lanarkshire	London	Distance/Online Learning	Other
☐	☐	☐	☐	☒	☒	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	☒	Term 2	☒	Term 3	☒

Learning Outcomes: (maximum of 5 statements)
These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.
At the end of this module the student will be able to:

L1	Cultivate an understanding of the mechanisms for recognizing and appraising entrepreneurial opportunities in innovation, utilizing broad strategic analysis tools.
L2	Gain critical insights into the spectrum of innovation—from incremental improvements to radical shifts—and their implications for sustainable and ethical business practices.
L3	Develop a foundational competence in managing the lifecycle of innovation projects within organizations, including the generation and refinement of ideas and the coordination of essential resources.
L4	Cultivate expertise in protecting intellectual property and exploiting innovation commercially, focusing on strategic approaches to protect and leverage new ideas.

Employability Skills and Personal Development Planning (PDP) Skills

SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF Level **11** Demonstrate – • in-depth knowledge of the principles of entrepreneurship and innovation as they apply to project management within a range of contexts, including various types and scale of industry and organizations. • a critical understanding of how innovative ideas are generated, validated, and developed in projects, including the understanding of market dynamics and consumer behaviour. • comprehensive insights into strategic decision-making processes in the context of entrepreneurial ventures and innovation projects.
Practice: Applied Knowledge and Understanding	SCQF Level **11** • Utilize advanced knowledge of entrepreneurial theory and innovation strategies to manage projects effectively.

	• Implement specialized tools and techniques for innovation management, including ideation, prototyping, and iterative testing. • Engage in effective project planning and execution, employing both traditional and agile methodologies tailored to entrepreneurial environments. • Demonstrate creativity in problem-solving and project execution using theoretical and practical knowledge through case studies and project-based learning.
Generic Cognitive skills	SCQF Level **11** • Critically analyse and synthesize new and complex information concerning market trends, technological advancements, and competitive strategies in the context of innovation management. • Identify and define new and abstract problems and opportunities in entrepreneurship, offering innovative solutions and strategic directions. • Develop original thinking in response to market changes and project challenges, demonstrating an adaptive and proactive approach. • Consolidate, extend, and apply knowledge to enhance the effectiveness of entrepreneurial strategies and innovation in project management.
Communication, ICT and Numeracy Skills	SCQF Level **11** • Effectively communicate complex project management and innovation concepts to varied audiences, including stakeholders, investors, and team members. • Utilize advanced ICT tools to support project management and innovation processes, such as project management and data analysis software.
Autonomy, Accountability and Working with others	SCQF Level **11** • Demonstrate a high level of autonomy and initiative in managing projects, showing leadership in navigating challenges and directing project trajectories. • Take responsibility for own work and lead teams in high-stakes projects, ensuring accountability and adherence to ethical practices. • Exercise leadership and initiative, contributing significantly to innovation and strategic change within the project context. • Reflect critically on own and others' roles, continuously learning and adapting personal strategies to optimize performance in dynamic entrepreneurial environments. • Address complex ethical and professional issues, making informed decisions that reflect an understanding of broader impacts, including societal and environmental considerations.

Pre-requisites:	Before undertaking this module, the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	12
Tutorial/Synchronous Support Activity	24
Independent Study	164
	200 Hours Total

**Indicative Resources: (e.g. core text, journals, internet access)
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: • *Laverty, M. and Littel, C. (2020). Entrepreneurship. Houston, Texas: OpenStax, Rice University. • *Tidd, J and Bessant, J Managing Innovation, 5th Ed, John Wiley and Son 2013 • *Trott, P, Innovation Management and New Product Development, Pearson Education Ltd FT Prentice Hall, 5th Ed 2011
**N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material.

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure: Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code. Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Divisional Programme Board	Engineering
Assessment Results (Pass/Fail)	Yes ☐ No ☒
School Assessment Board	Engineering
Moderator	Chunxue Liu
External Examiner	Y Chen
Accreditation Details	This module is part of a degree programme accredited by APM: Association for Project Management
Changes/Version Number	1

Assessment: (also refer to Assessment Outcomes Grids below)
Assessment for the module includes both formative and summative assessment. Formative assessment is provided during lectures in the form of exercise problems, during tutorial sessions, and as part of the preparation for written submissions. Summative assessment is provided by the following category:
Individual Report: Students will be given a few pre-developed product/process innovation project scenarios, and they need to select one scenario to develop a 3500 words report elaborating the entrepreneurial exploitation of the opportunity. The report will comprise of – an executive summary (5%), PESTEL and SWOT analysis (15%), innovation development activities (25%), scheduling and resourcing of activities (20%), explanation of stage gates (10%), intellectual property protection (10%), sustainability and ethics in innovation (10%), and presentation of the report (5%).
N.B. (i) **Assessment Outcomes Grids** for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An **indicative schedule** listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Report	✓	✓	✓	✓		100	0
Combined Total for All Components						**100%**	**0 hours**