

BBER206 Innovation and Entrepreneurship

ECTS Value: 4 ECTS
Self-Study Hours: 48

Contact Hours: 20
Assessment Hours: 32

Overall Objectives and Outcomes

The aim of the module is to promote and build competences in Entrepreneurship in the Business Education and Retail subjects. Entrepreneurship in Education is a novel concept aimed towards giving students, who are our future citizens, the knowledge, competences and skills required to succeed in a modern social, cultural, environmental and economic sphere, by being creative and produce innovative ideas. Entrepreneurship is indeed, a cross-curricular theme. This module will help course participants to put the theories learnt during the syllabus into practise while enhancing the 21st century skills in action during their teaching sessions.

By the end of this module, the learner will be able to:

Competences

- a. create entrepreneurship educational tasks within Business Education and Retail syllabus;
- b. Produce current and meaningful pedagogical practices;
- c. motivate students to be proactive and seize opportunities to turn an idea into a product/service;
- d. promote awareness amongst students about the importance of the entrepreneurial skills.
- e. plan the transformation of an idea into action;
- f. Develop a business model canvas and/or a comprehensive Business
- g. acknowledge the different stages of development taking place for a new business from concept to start-up;

Knowledge

- a. explain different notions of entrepreneurship;
- b. Distinguish between the cognitive, practical, intra and interpersonal skills required for an effective entrepreneur;
- c. Discuss effective pedagogical methods to promote meaningful teaching and learning on Entrepreneurship in Business Education and Retail;
- d. demonstrate awareness of the resources, setting operations and the key challenges faced when setting up a business;
- e. understand the market, marketing and selling techniques and competition to the target audience;
- f. Describe the financial challenges as a key component of making a new business successful;
- g. Recognise the diverse early stages of a new business from concept to implementation;
- h. Outline the main components of a simple Business Plan.

Skills

Applying knowledge and understanding

The learner will be able to:

- a. apply effective pedagogical tasks to promote Entrepreneurship in Business Education and Retail;

- b. Explore possible ways of being a proactive forward-looking educator in proposing ways of incorporating Entrepreneurship in class;
- c. Evaluate and provide feedback on the constructed business plan and business model;
- d. Foster entrepreneurial skills throughout the process from generation of ideas to the transformation into a finished product or service.
- e. Foster specialized theoretical and practical knowledge underpinning Entrepreneurship in Business Education and Retail;

Assessment Methods

This module will be assessed through: Online Forum/Discussion and Project-Based Assignment

Suggested Readings

Core Reading List

1. Bacigalupo, M., Kampylis, P., Punie, Y., Van den Brande, G. (2016). *EntreComp: The Entrepreneurship Competence Framework*. Luxembourg: Publication Office of the European Union;
2. Baldacchino L., & Pulis Xerxen, S. (2013). *Fostering Entrepreneurship through Education*. Malta: St Nicholas College.
3. Kotler, P.; Armstrong, G. (2012) *Principles of Marketing*. Prentice Hall.
4. Gelderen, Marco van, and Enno Masurel, (2011). *Entrepreneurship in Context*. Routledge UK
5. Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*.
6. Lewandowski, M. (2015). *Designing the Business Models for Circular Economy - Towards the Conceptual Framework*. *Sustainability*, 8(43), 1-28
7. Zammit, J. (2017) *Developing Financial Literacy as a key Entrepreneurship Skill through an Alternative Learning Programme*. Dissertation at The Edward de Bono Institute for the Design and Development of Thinking, University of Malta.

Supplementary Reading List

1. Hill, Charles and Tomas Hult (2017). *International Business: Competing in the Global Marketplace*. 11th edition. McGraw-Hill Irwin.
2. Moberg, K. (2014). *Two Approaches to Entrepreneurship Education: The Different Effects of Education for and through Entrepreneurship at the Lower Secondary Level*. *International Journal of Management Education*, 12, 512-528