



UK

SYLLABUS 2026-2027

Ideation and Innovation

MODULE SPECIFICATION

Module Code	2627_STG_1_EN_015
Campus	Oxford
Department(s)	Strategy and Entrepreneurship
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 5 Semester 04
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	Basic knowledge of business fundamentals
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	3
Equivalent FHEQ credits	6
Study Hours	75 hours which comprise of 21 directed learning and 54 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module integrates entrepreneurial opportunity creation, strategic thinking, and innovation management. Rather than treating entrepreneurship as merely starting a business and strategy as static corporate planning, the module conceptualises entrepreneurship as a strategic process of ideation, experimentation, and innovation under uncertainty. Students explore how entrepreneurial ideas emerge, how they are transformed into viable opportunities, how innovation is
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	strategically managed, and how strategic choices shape long-term value creation. The module connects individual-level creativity, organisational innovation systems, and competitive strategy, offering a holistic perspective on entrepreneurship in contemporary economies.
Teaching Arrangement	The module adopts an interactive and applied pedagogical approach, combining lectures, case-based discussions, and problem-solving workshops. Students engage in a group project and experiential learning activities focused on ideation, opportunity evaluation, and innovation strategy within the scope of the module. Real-world cases are used to connect theoretical frameworks to contemporary entrepreneurial and strategic challenges, supporting learning by doing and the development of practical analytical and decision-making skills.
Learning Outcomes	By the end of this module, students should be able to: 1. Understand entrepreneurship as a strategic and innovation-driven process, beyond venture creation 2. Identify, evaluate, and refine entrepreneurial ideas and opportunities 3. Apply innovation management frameworks to both new ventures and established organisations 4. Analyse how strategic choices influence entrepreneurial success and competitive advantage 5. Design coherent entrepreneurial and innovation strategies under conditions of uncertainty 6. Connect ideation, innovation, and strategy to globalisation and sustainability challenges
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG03 - Students will be responsible and innovative entrepreneurs
Alignment with Programme Learning Goals	PGE_U_CG03_LO02 - To use creative tools to improve products, services, or processes for stakeholder value

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

<u>Session 1: Foundations of Entrepreneurship, Strategy, and Innovation</u> Content: • Entrepreneurship in modern economies • Relationship between entrepreneurship, strategy, and innovation • Role of uncertainty and value creation • Class discussion on entrepreneurship vs. strategy References: • Barringer, B. R. and Ireland, R. D. (2025) <i>Entrepreneurship: Successfully launching new</i>

Last reviewed: 23/09/2026

ventures. 7th edn. Pearson. (Chapters 1 & 2)

Assignments:

- Short individual reflection

Session 2: Entrepreneurial Mindset and Opportunity Recognition

Content:

- Entrepreneurial mindset
- Sources of ideas and opportunities
- Environmental scanning and trend analysis

References:

- Barringer, B. R. and Ireland, R. D. (2025) *Entrepreneurship: Successfully launching new ventures*. 7th edn. Pearson. (Chapter 3)
- Scarborough, N. M. and Cornwall, J. R. (2025) *Essentials of entrepreneurship and small business management*. 10th edn. Pearson. (Chapter 2)

Assignments:

- Opportunity recognition exercise
- Group discussion based on examples from the textbook

Session 3: Creativity, Ideation, and Design Thinking

Content:

- Creative process in entrepreneurship
- Design thinking stages
- Problem-solution fit and user-centred ideation tools

References:

- Barringer, B. R. and Ireland, R. D. (2025) *Entrepreneurship: Successfully launching new ventures*. 7th edn. Pearson. (Chapter 4)

Assignments:

- In-class ideation workshop
- Group ideation assignment using design thinking tools

Session 4: Opportunity Evaluation and Feasibility Analysis

Content:

- Market, technical, and financial feasibility
- Managing uncertainty and early validation of ideas

References:

- Scarborough, N. M. and Cornwall, J. R. (2025) *Essentials of entrepreneurship and small business management*. 10th edn. Pearson. (Chapters 3 & 4)

Assignments:

- Feasibility analysis exercise
- Case study discussion from textbook

Session 5: Innovation Types and Value Creation Logic

Content:

- Incremental vs. radical innovation
- Innovation as value creation and differentiation
- Innovation ecosystems and user value

References:

- Schilling, M. A. (2022) *Strategic management of technological innovation*. 7th edn. McGraw-Hill. (Chapters 1 & 2)

Assignments:

- Case study on innovation strategy from textbook
- Guided class discussion

Session 6: Managing the Innovation Process and Responsible Innovation

Content:

- Structures supporting innovation
- Sustainability, ethics, and stakeholder inclusion in innovation decision

References:

- Tidd, J. and Bessant, J. R. (2024) *Managing innovation: Integrating technological, market and organizational change*. 8th edn. Wiley.
- Schilling, M. A. (2022) *Strategic management of technological innovation*. 7th edn. McGraw-Hill. (Chapters 11 & 12)

Assignments:

- Group analysis of innovation process cases
- Short group presentation

Session 7: Prototyping, Experimentation, and Lean Innovation

Content:

- Rapid prototyping
- MVP logic
- Hypothesis testing
- Iterative experimentation
- Evidence-based entrepreneurship

References:

- Schilling, M. A. (2022) *Strategic management of technological innovation*. 7th edn. McGraw-Hill. (Chapters 11 & 14)

Assignments:

- Development and testing of a minimum viable prototype in teams

Session 8: Entrepreneurial Pitching and Innovation Implementation

Content:

- Communicating value propositions
- Storytelling for stakeholders and investors
- From validated idea to implementation roadmap and early launch

References:

- Barringer, B. R. and Ireland, R. D. (2025) *Entrepreneurship: Successfully launching new ventures*. 7th edn. Pearson. (Chapters 10 & 15)

Assignments:

- Review and final group project presentation

KEY TEXTS

1. Barringer, B. R. and Ireland, R. D. (2025) *Entrepreneurship: Successfully launching new ventures*. 7th edn. Pearson.

SUPPLEMENTARY TEXTS

1. Wheelen, T. L., Hunger, J. D., Hoffman, A. N. and Bamford, C. E. (2024) *Strategic management and business policy: Globalization, innovation and sustainability*. 16th edn. Pearson.
2. Schilling, M. A. (2022) *Strategic management of technological innovation*. 7th edn. McGraw-Hill.
3. Tidd, J. and Bessant, J. R. (2024) *Managing innovation: Integrating technological, market and organizational change*. 8th edn. Wiley.
4. Scarborough, N. M. and Cornwall, J. R. (2025) *Essentials of entrepreneurship and small business management*. 10th edn. Pearson.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Written test	20%
	Group-based project	20%
Final Exam (60%)	Closed-book written exam	

MODULE DESIGN TEAM

- Author: *Nabila Abid*
- Reviewer: *Anneke Edmonds*
- External Reviewer: *Julian Michael Berry*