

MODULE DESCRIPTOR

SECTION A: MODULE DETAILS

Module Title	Managing & Developing Innovation & Creativity						
Short Title	ManDevInnoCreat						
Module Code	BM632	Date of First Approval			September 2018		
Responsible Department	Business, Law & Computing	Date of Version			September 2018		
FHEQ Level	Level 6: Honours	Version No.			1		
Credit Value	15 Credits	Expected Length			15 weeks		
Status	Approved	Regime of Delivery			Campus Based		
Semester taught	S1 <input checked="" type="checkbox"/>	S2 <input checked="" type="checkbox"/>	S3 <input type="checkbox"/>	SB <input type="checkbox"/>	S1A <input checked="" type="checkbox"/>	S2A <input checked="" type="checkbox"/>	SBA <input type="checkbox"/>
	T1 <input type="checkbox"/>	T2 <input type="checkbox"/>	T3 <input type="checkbox"/>	T4 <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

SECTION B: MODULE DESCRIPTION

Brief Description
<p>The current global economic environment necessitates the need for students to acquire specialist skills in order to be successful in dynamic, uncertain and entrepreneurial environments. This module will equip students with such skills by focussing on innovation, creativity and design thinking. The module will also focus on comprehending, applying and evaluating a range of tools and skills and assess innovation capabilities and capability needs in an organisation or industry/market sector.</p> <p>The students will apply knowledge from other modules to examine specific business issues that require innovation and/or creative solutions to generate viable options and make recommendations on how they can implement their chosen solution including identifying potential blockages to successful implementation. In this module, it will be expected that the students will participate, challenge and debate the issues within the class and in their work.</p>

Indicative Content
<ul style="list-style-type: none"> • Macro and micro environment analysis and the key drivers of innovation • Secondary research skills using appropriate resources • Primary research skills for business analysis and auditing • Approaches to innovation and the use of customer centred innovation mapping • Managing creative problem solving • Design thinking, research, planning and application • Innovation designs vs. economic realities and organisational culture issues • Implementing innovation factors for success and failure • Competence, behaviour and attitudes of learning and internal coaching and consultancy skills • Critical awareness of disruptive and emerging developments within the business environment

SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:	
1.	Apply an evaluative approach to a range of business data, sources of information and appropriate methodologies in identifying drivers of innovation within a business and its environments.
2.	Analyse and illustrate how organisations can successfully plan, prepare and manage innovation and creative activities.
3.	Critically discuss the importance of organisational knowledge, knowledge transfer and cross functional co-operation in order to analyse and assess innovation capability and blockages.
4.	Actively engage in the identification of an innovative and/or creative solution for an identified business or organizational need.
5.	Conduct an innovation development audit appropriate for the introduction of the new product/service.

Key Skills Matrix		
	<i>Developed</i>	<i>Assessed</i>
Information Acquisition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking, analysis and synthesis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-reflection	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Oral	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication Skills: Written	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information & Communications Technology (ICT)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Numeracy & Quantitative Skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Problem Solving & Decision Making	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Independent & Self-managed Learning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Working with Others	<input checked="" type="checkbox"/>	<input type="checkbox"/>

SECTION D: MODULE STRATEGY

Employability / Career Development Statement
<p>The key aspect of this module is to develop innovation management skills as well as creative and design thinking that can be transferred into commercial contexts and organizations. The module requires the student to conduct real time up to date secondary research and where appropriate primary research which address the innovation and creative needs of a commercial organization in a sector or industry they intend to find graduate employment with. More and more graduate recruiters are asking students to submit short films of themselves as part of the recruitment process and the assessment used for this module is intended to develop both confidence and skills in presenting to camera. This process will enhance the students' career development with regards to participative creative driven solutions and including team collaboration and team leadership. The students can identify the personal attributes and developmental journey they have been through in the undergraduate programme and it will be expected that the students will participate, challenge and debate the issues within the class and within their work.</p>

Learning & Teaching Strategy

Teaching and learning activities will utilise a range of short lectures and workshop activities with guided learning activities and peer to peer learning in action learning sets.

The lecture sessions will develop the students' knowledge and critically require them to apply their knowledge in order to generate realistic and appropriate action plans for their summative assessment and future careers.

The students will be required to take ownership of their learning and contract with the lecturer their learning journey including planning, objective setting, check learning and critical self-reflection to identify gaps in knowledge and learning needs analysis.

Assessment Strategy

The assessment strategy will be a single 100% weighted film report (presentation) where the student can elect to work individually, in pairs or a small group (max 4 students). The assessment will rate individual student's work and performance only. Each student will also submit a short portfolio of evidence to support their work.

The student will carry out their assignment task and film their report illustrating the problem definition their research, creative and innovative activities, results, conclusion including any recommendations where necessary. The use of ICT technology is covered in the formative and summative exercise, which will include content and programme design in the form of story boards

The assessment will require the student (pairs/small group) to identify an issue facing a specific firm/industry/market/operational or function (e.g. Accounting, HR, Marketing, Operations...) Apply creative and or innovation methodologies to the production of possible solutions, selection and planning for implementation identifying any potential issues that their solution may encounter and recommendations for overcoming these. These solutions can be process driven or product driven, physical, virtual or online and is open to new developments and markets that have not yet been identified or presently exist.

SECTION E: SCHEDULED LEARNING AND TEACHING**Notional Hours**

1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.

<i>Category (Please refer to QAA Guidance in completing this section)</i>	<i>Total Hours</i>
Scheduled Learning and Teaching Activities (SLTA)	
Lectures (incl. virtual and face to face contact)	22.5
Seminars (incl. virtual and face to face contact)	22.5
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
Sub-total: SLTA	45

PLUS Guided Independent Study (GIS)	105
PLUS Placements / Study Abroad / Work based Learning	
TOTAL (Sub-total of SLTA plus GIS, plus Placements)	150

SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: QAA Guidance in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.
PR1	Practical Exam: Oral Assessment and Presentation: Film Presentation/report: Individual, paired or small group film presentation with individual supporting portfolio of evidence.	1-5	100%	12-15
Module Pass Requirements: Standard Regs apply				

SECTION G: ACADEMIC RESOURCES

Key Texts
<ul style="list-style-type: none"> Goffin, K. and Mitchell, R. (2010) <i>Innovation Management: Strategy implementation using the Pentathlon framework</i>. 2nd ed. Basingstoke: Palgrave MacMillan. Northouse, P.G. (2013) <i>Leadership: Theory and Practice</i>. 6th ed. London: Sage Publications. Tidd, J. and Bessant, J. (2010) <i>Managing Innovation: Integrating technological, market and organisational change</i>. 4th ed. Chichester: John Wiley & Sons Ltd.
Journals (including e-Journals)
<ul style="list-style-type: none"> Harvard Business Review Management Decision Strategic Management Journal
Databases
<ul style="list-style-type: none"> ABI Proquest Mintel Passport GMID
Websites
<ul style="list-style-type: none"> http://www.ft.com/businesslife/management - Financial Times website http://www.innovationtools.com/resources/innovationresearch.asp A good source of innovation ideas and activities happening in the real world http://www.managers.org.uk – main website for the Institute of Managers