



## **Module Specification**

### **Innovation, Creativity and Enterprise**

Version: 2023-24, v1.0, 28 Jun 2022

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>6</b>

## Part 1: Information

**Module title:** Innovation, Creativity and Enterprise

**Module code:** UMSCUJ-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Strategy and International Business

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** An indicative syllabus outline is below, showing how the module develops:

The nature of innovation, creativity and enterprise  
Sources of innovation and creativity  
Creativity and the individual: cognition, perception and emotion  
Organizational creativity: culture and climate  
Creativity, innovation and new product development  
New product development: teams, technology and design  
Social networks and creative alliances  
Clusters, national innovation systems, and enterprise policy  
Paths, paradigms and trajectories  
Intellectual property rights  
Profiting from innovation  
Social enterprise and innovation

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Each session is designed to introduce a range of major topic areas through lectures and student-led sessions. Students will be requested to work in groups on case studies, prepare each session, carry out presentations and lead discussions. More information about the organization of the lectures, case studies discussion, the readings and the assignment will be posted on blackboard and indicated in the module handbook provided at the start of the module. In addition, the lecture slides, the case studies and relevant academic articles will be posted on blackboard. Students will be expected to contribute by using their own research and experience. Guest lectures will also be delivered to students. Students will be informed about relevant lectures and research workshops organised by the Business School.

Students will need to complete the necessary and essential reading (recommended articles and chapters from the main text book), and, work for case studies and presentation. Students will be expected to put forward, rationalise, substantiate and defend their arguments.

Contact Hours:

In addition to discussion through emails and blackboard, students are required to meet face to face (at least twice) with the tutor to discuss their assignment. Students will be asked to submit an assignment proposal.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

- MO1** Critically evaluate the different meanings and formats of innovation, including the models of innovation and the systems of innovation
- MO2** Recognise the importance of innovation and appreciate the role of innovation in economic development and prosperity (in the Knowledge based Society)
- MO3** Be aware of the emergence of open innovation and critically evaluate its key factors
- MO4** Explain and evaluate the emergence of national and regional innovation systems
- MO5** Understand what creativity is and how it can contribute to innovation
- MO6** Appreciate creativity as a complex process and not just a single act
- MO7** Understand the link between innovation, creativity and entrepreneurship
- MO8** Recognise that managing for creativity requires paying attention to the individual, teams as well as a variety of organisational factors
- MO9** Understand that certain types of organisational systems, structure and practices hamper creativity and innovation, whilst others enhance them
- MO10** Appreciate that creativity and innovation can be nurtured and developed in the organisation through a process of education, training and use of tools and techniques for creativity

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umscuj-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umscuj-15-m.html>

## **Part 4: Assessment**

**Assessment strategy:** The assessment strategy is driven by the need to encourage students to strive to work at the higher ends of Bloom's (1956) taxonomy. Formative assessment is provided from the start of the module through the class exercises, discussion and through the in-class case based analysis. As students will prepare and lead discussion, they will benefit from class-wide debate and commentary and feedback from the tutor.

Summative assessment takes place at the end of the module through an individual project. The project is designed such that students can apply the academic literature to a current example or problem with innovation, creativity and enterprise at its core. Hence students are able to demonstrate the linkages between theory and practice. While a word limit is stated, given the nature of the module the assessment media may be negotiated with the module leader, and hence "or equivalent" is included below.

The assessment mechanism is chosen to assess the full range of student abilities, the assessment criteria being driven by Bloom's (ibid) taxonomy. The assessment type is deemed suitable and equitable for all modes of attendance.

### **Assessment components:**

#### **Project (First Sit)**

Description: Project of 3,000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO10, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Project (Resit)**

Description: Project of 3,000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO10, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business with Supply Chain Management [NEU] MSc 2023-24

Business with Digital Management [NEU] MSc 2023-24

International Management [Frenchay] MSc 2023-24

Business Management [NEU] MSc 2023-24

Business Management [Frenchay] MSc 2023-24

Business Management [Frenchay] MSc 2023-24

Business with Supply Chain Management [Frenchay] MSc 2023-24

Business with Digital Management [Frenchay] MSc 2023-24

Business Management [Frenchay] MSc 2022-23