



Module Specification

Creativity and Innovation for Senior Leaders

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Part 1: Information

Module title: Creativity and Innovation for Senior Leaders

Module code: UMSDP6-15-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: In addition to Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:

Working and learning as a team member

Outline syllabus: You will cover:

Sources of innovation and creativity

Creativity and the individual: cognition, perception and emotion

Organisational creativity: culture and climate

Creativity, innovation and new product development

New product development: teams, technology and design

Paths, paradigms and trajectories

Intellectual property rights

Profiting from innovation

Innovation in Business Models

Learning to manage creativity and innovation

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment

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

MO1 Demonstrate a systematic understanding of the theories of managing innovation and creativity

MO2 Assess their ability to manage innovation and creativity

MO3 Explain creativity and innovation in the individual, team, organisational and societal context

MO4 Examine perspectives on the creativity and innovation process and the organisational implications of that process

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/umscd5-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umscd5-15-m.html>

Part 4: Assessment

Assessment strategy: 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 creativity and innovation 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

Assessment components:

Project (First Sit)

Description: Project (4000 words or equivalent)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Project (4000 words or equivalent)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study: