




### MODULE SPECIFICATION

Part 1: Information			
Module Title	Creativity and Innovation		
Module Code	UMSCD5-15-M	Level	M
For implementation from	September 2014		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Strategy and International Business
Department	BBS: Business and Management		
Contributes towards	Master of Business Administration		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>You will cover:</p> <ul style="list-style-type: none"> <li>• Sources of innovation and creativity</li> <li>• Creativity and the individual: cognition, perception and emotion</li> <li>• Organizational creativity: culture and climate</li> <li>• Creativity, innovation and new product development</li> <li>• New product development: teams, technology and design</li> <li>• Paths, paradigms and trajectories</li> <li>• Intellectual property rights</li> <li>• Profiting from innovation</li> <li>• Innovation in Business Models</li> <li>• Learning to manage creativity and innovation</li> </ul>
Part 3: Assessment
<p>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.</p> <p>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</p>

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																													
Identify final timetabled piece of assessment (component and element)		<b>Component A</b>																											
% weighting between components A and B (Standard modules only)		<b>A:</b>	<b>B:</b>																										
		<b>100%</b>																											
<b>First Sit</b>																													
<b>Component A (controlled conditions)</b> <b>Description of each element</b>			<b>Element weighting</b> (as % of component)																										
1. Project of 4,000 words or equivalent			100%																										
<b>Component B</b> <b>Description of each element</b>			<b>Element weighting</b> (as % of component)																										
n/a																													
<b>Resit (further attendance at taught classes is not required)</b>																													
<b>Component A (controlled conditions)</b> <b>Description of each element</b>			<b>Element weighting</b> (as % of component)																										
1. Project of 4,000 words or equivalent			100%																										
<b>Component B</b> <b>Description of each element</b>			<b>Element weighting</b> (as % of component)																										
n/a																													
<b>Part 4: Learning Outcomes &amp; KIS Data</b>																													
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Demonstrate a systematic understanding of the theories of managing innovation and creativity.</li> <li>▪ Assess their ability to manage innovation and creativity.</li> <li>▪ Explain creativity and innovation in the individual, team, organisational and societal context.</li> <li>▪ Examine perspectives on the creativity and innovation process and the organisational implications of that process.</li> </ul> <p>In addition the educational experience may explore, develop, and practise <u>but not formally discretely assess</u> the following:</p> <p>Working and learning as a team member</p>																												
Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;"><b>Key Information Set - Module data</b></th> </tr> <tr> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="text-align: center; border: 2px solid black;">15</td> </tr> <tr> <td style="text-align: center;">Hours to be allocated</td> <td style="text-align: center;">Scheduled learning and teaching study hours</td> <td style="text-align: center;">Independent study hours</td> <td style="text-align: center;">Placement study hours</td> <td style="text-align: center;">Allocated Hours</td> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">24</td> <td style="text-align: center;">126</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>				<b>Key Information Set - Module data</b>										<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	24	126	0	150
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Contact Hours																													

Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="632 461 1326 696"> <tr> <td colspan="4">Total assessment of the module:</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="4">Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td colspan="4">Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td colspan="4">Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table>	Total assessment of the module:										Written exam assessment percentage				0%	Coursework assessment percentage				100%	Practical exam assessment percentage				0%					100%
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Reading List	<p>Reading List link <a href="https://uwe.rl.talis.com/lists/8B1DE518-D47D-839E-1396-B84CD2420784.html">https://uwe.rl.talis.com/lists/8B1DE518-D47D-839E-1396-B84CD2420784.html</a> .</p>																														

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First CAP Approval Date	September 2002 (revised September 2008)			
Revision CAP Approval Date	22 May 2014	Version	1.1	
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	7 March 2018		2	<a href="#">link to RIA</a>