



MODULE SPECIFICATION

Part 1: Information			
Module Title	Creating a Better Future		
Module Code	UMODS9-15-3	Level	Level 6
For implementation from	2021-22		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Organisation Studies
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Overview: This module introduces you to design thinking (& doing) practices. Today's changing societies and global challenges (such as climate change, waste and homeless-ness) require organisations to create opportunity and embrace new ways of working. Design thinking (DT) is an iterative process that will enable you to (re)frame problems from multiple perspectives and create new opportunities and possibilities. The aim is always to do things that we can learn from: learn about contextualizing problems and entrepreneurship in society. We do this working collaboratively, as you cannot create such opportunities on your own.</p> <p>Educational Aims: Human-centred/user-centred designers create opportunities; ask better questions; identify stakeholders; and dare to imagine a different world. Upon completing the module, you will have a design project that demonstrates your awareness of design thinking (&doing), which you can present in teams to your tutors and fellow students. You will also be able to demonstrate an understanding of the need for creativity and change in today's business environment and knowledge of creating opportunities; and the ability to use contemporary DT (& doing) tools to present concepts effectively. As such, you will enhance your skills to clearly articulate ideas and concepts visually. The module is diverse, engaging and always fun. Participation is key to success.</p> <p>Outline Syllabus: What is the relevance to my learning? Importance will be placed on a range of aptitudes including the ability to gain deep insights about users (core to DT) and will help you stand out to potential employers, develop new projects and/or create social change. For example:</p>

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The opportunity to look at and develop your own creative problem-solving skills and knowledge

Practice challenging how things are done and coming at things from a different perspective

The ability to work collaboratively

Teaching and Learning Methods: How the module is delivered?

The emphasis of the module is serious play; participation; and most importantly iterating with people and your prototypes. The interactive sessions will include aspects such as discussions, analysis, doing and making, and short interactive lectures supported by the online environment. You will be introduced to entrepreneurship as social change. The shift within entrepreneurship research acknowledges that opportunities can be created, underscoring the need to be able to design ways to address societal problems. Between sessions you will have smaller DT experiments to work on to develop a group-based DT practice.

Part 3: Assessment

The module assessment strategy aligns with the UWE core purpose and aims to differentiate by practice-based situations and contexts relevant for societal needs:

Participation - Active engagement is identified as learning suited to student preferences- societal problems combined with learning by doing in a collaborative context provides an effective learning opportunity

Collaboration - including peer learning and evaluation supports entrepreneurial learning as a social process in future working practice. This approach differs from focussing on competition and supports student confidence and empowerment

Communication - Skills are enhanced with visual and sense making tool and processes

Value creation – Through personal and team ideas development

Reflection - The design thinking process facilitates the opportunity for building on student experiences, learning from reflection within an iterative process to build creativity

Component A (40%) – Group Discussion

Group-based design thinking practice discussion around the prototype created, including how it meets user needs.

Component B (60%) – Journey Map

An evaluation of your design process (e.g. the viability, sustainability and desirability) of a proposed DT project, including theorising and potential future actions and/or transferability of skills. The journey map may include text, photos, diagrams, video and/or audio – creative responses are welcome.

Formative assessment:

Formative feedback will be provided during the sessions (including two sessions that involve the preparation for group design discussion).

First Sit Components	Final Assessment	Element weighting	Description
Group work - Component A	✓	40 %	Group Discussion (15 mins)
Written Assignment - Component B		60 %	Individual Journey Map (equivalent 1,500 words)

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Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		60 %	Individual Journey map (equivalent 1,500 words)
Presentation - Component A	✓	40 %	Individual video discussion (5 mins)

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th>Module Learning Outcomes</th> <th>Reference</th> </tr> </thead> <tbody> <tr> <td>Demonstrate collaborative creative problem solving</td> <td>MO1</td> </tr> <tr> <td>Apply entrepreneurial theorizing to every-day issues</td> <td>MO2</td> </tr> <tr> <td>Plan and conduct small scale primary data collection appropriate to the task</td> <td>MO3</td> </tr> <tr> <td>Apply design thinking approaches and creative techniques to address end user design</td> <td>MO4</td> </tr> <tr> <td>Create an original prototype to enhance communication of the complex problem explored</td> <td>MO5</td> </tr> <tr> <td>Evaluate and reflect upon the creative problem-solving process</td> <td>MO6</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Demonstrate collaborative creative problem solving	MO1	Apply entrepreneurial theorizing to every-day issues	MO2	Plan and conduct small scale primary data collection appropriate to the task	MO3	Apply design thinking approaches and creative techniques to address end user design	MO4	Create an original prototype to enhance communication of the complex problem explored	MO5	Evaluate and reflect upon the creative problem-solving process	MO6		
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Reading List	<i>The reading list for this module can be accessed via the following link:</i>																

Part 5: Contributes Towards
<p>This module contributes towards the following programmes of study:</p> <p>Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2019-20</p> <p>Business Management with Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20</p> <p>Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20</p> <p>Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19</p> <p>Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19</p>