



Module Specification

Creating a Better Future

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Part 1: Information

Module title: Creating a Better Future

Module code: UMODS9-15-3

Level: Level 6

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

Field: Organisation Studies

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: This module introduces you to design thinking (& doing) practices. Today's changing societies and global challenges (such as climate change, waste and homelessness) 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.

Features: Not applicable

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.

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:

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

Part 3: Teaching and learning methods

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.

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

MO1 Demonstrate collaborative creative problem solving

MO2 Apply entrepreneurial theorizing to every-day issues

MO3 Plan and conduct small scale primary data collection appropriate to the task

MO4 Apply design thinking approaches and creative techniques to address end user design

MO5 Create an original prototype to enhance communication of the complex problem explored

MO6 Evaluate and reflect upon the creative problem-solving process

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: 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

Assessment task 1 (40%) – Group Discussion

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

Assessment task 2 (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).

Assessment tasks:

Written Assignment (First Sit)

Description: Individual Journey Map (equivalent 1,500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO6

Presentation (First Sit)

Description: Group Discussion (15 mins)

Weighting: 40 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO3, MO4, MO5

Written Assignment (Resit)

Description: Individual Journey map (equivalent 1,500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO6

Presentation (Resit)

Description: Individual video discussion (5 mins)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20