

H6IC: Innovation & Creativity

Module Code:	H6IC
Long Title	Innovation & Creativity APPROVED
Title	Innovation & Creativity
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	School of Business
Specifications of the qualifications and experience required of staff	Level 9 or equivalent qualification and/or extensive industry experience.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Explain the creative process and the application of creative and innovative strategies to a variety of contexts.
LO2	Explore a creative team-based approach to innovation and creativity demonstrating sufficient understanding of opportunity / problem recognition, capability development and absorptive capacity.
LO3	Recognize and comprehend the sources of creativity and innovation present in an organisation.
LO4	Analyse how creativity and innovation thrives in organisations and assess innovation and creativity's contribution to the growth of the organisation.
LO5	Understand the process of developing a business plan around the risk and rewards of new innovations.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Creativity, Innovation & the Individual • Defining creativity and innovation. • Exploring creative and divergent thinking strategies such as Wallas's Four Stage Sequence, Dr. Perkin's snowflake model. • Creative Problem Solving (CPS), De Bono's six thinking hats and their implications, Koberg & Bagnall's Design Process, Da Vince's Technique. • Brainstorming, and reverse brainstorming and convergent tools for evaluating ideas.			
Creativity, Innovation and Groups • Defining groups and teams. • Nurturing creative team-work and developing a process of team work. • The process should include an acknowledgement of the break-down of team-work.			
Sources of Creativity, Innovation & the Organisation • Recognize and comprehend the sources of creativity and innovation present in an organisation. • Explore the development of and enablement of organisational creativity. • Acknowledging the barriers and constraints of the creative process and implications for organisations. • Leveraging creativity and innovation to drive growth and competitive strategy.			
Application of innovation and creativity • Understand the process of developing a business plan around the risk and rewards of new innovations. • Building the business case for your innovation. • Consider options for going into business, analysing opportunities, developing a strategy and preparing a business plan.			
Entrepreneurship • Understanding Entrepreneurship (intrapreneurship, high technology, social, women and minority), and the Entrepreneur. • Explain the role of entrepreneurial marketing in the execution of creative and innovative strategies and the implications for enterprise development			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment 1	% of total:	30
Assessment Date:	n/a	Outcome addressed:	1,3
Non-Marked:	No		
Assessment Description: Students will be asked to perform an analysis of an innovative organisation (management style, new product development requirements etc.)			
Assessment Type:	Assignment 2	% of total:	70
Assessment Date:	n/a	Outcome addressed:	1,2,4,5
Non-Marked:	No		
Assessment Description: Students will be asked to make a written contribution demonstrating their understanding of Innovation and Creativity. This may be based on a case study or a real life organisation related to the provision of a product or service.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description Repeat assessment will be presented if required as an assessment which will assess all learning outcomes.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Practical	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	No Description	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Drucker, P.. (2007), Innovation and Entrepreneurship, 2nd Ed. Buterworth: Heineman.</p> <p>Goffin, K. and Mitchell, R.. (2010), Innovation management: strategy and implementation using the pentathlon framework., 2nd Ed. Basingstoke: Palgrave Macmillan.</p> <p>Tidd, J. and Bessant, J.R.. (2014), Strategic Innovation Management., Hoboken: Wiley.</p> <p>Tidd, J. and Bessant, J.R.. (2020), Managing innovation: integrating technological, market and organizational change., 7th Ed. Hoboken: Wiley.</p> <p>Trott, P.. (2021), Innovation management and new product development, 7th Ed. Hoboken: Pearson..</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	