

## H7IAC: Innovation and Creativity

Module Code:	H7IAC
Long Title	Innovation and Creativity <b>APPROVED</b>
Title	Innovation and Creativity
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	ROSALIND BEERE
Module Author:	ROSALIND BEERE
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Demonstrate an awareness of the creative process
LO2	Demonstrate the application of creative and innovative strategies in a variety of contexts
LO3	Explore individual and team-based approaches to innovation and creativity demonstrating sufficient understanding of opportunity/problem recognition, capability development and absorptive capacity
LO4	Recognise and comprehend the sources of creativity and innovation present in an organisation
LO5	Evaluate the nature of entrepreneurship in the execution of creative and innovative strategies
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
Indicative Content			
<b>Introduction to Creativity</b> Defining creativity and innovation. Characteristics of creativity and creative people. Principles of divergent and convergent thinking practices.			
<b>The Creative Process</b> Exploring creative models such as Wallas' four Stage Sequence, Dr Perkin's snowflake model. Creative Problem Solving (CPS), DeBono's six thinking hats and their implications, SCAMPER thinking, Koberg & Bagnall's, Design Process, Da Vince's Technique, The Morphological Matrix Approach. Brainstorming, and reverse brainstorming and convergent tools for evaluating ideas			
<b>Creativity, innovation and groups</b> 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			
<b>Sources of creativity, innovation and organisation</b> Recognise 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			
<b>Application of innovation and creativity</b> Understand the process of evaluating 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 for a new innovation			
<b>The Creative Class</b> Exploring creative enterprises, industries and those who participate in the creative class			
Assessment Breakdown			%
Coursework			100.00%
<b>Assessments</b>			
Full Time			
Coursework			
<b>Assessment Type:</b>	Reflective Journal	<b>% of total:</b>	30
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Students are required to maintain a blog/reflective journal of material covered each week (LO 1-5) documenting the lessons learned and implications these lessons have for enterprise growth. The blog/journal will be used in conjunction with the final assignment to develop an understanding of the process of innovation and creativity in enterprises			
<b>Assessment Type:</b>	Case Study	<b>% of total:</b>	20
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Having read a contemporary problem based learning case study based on a company who use creativity and innovation as a key component of organisational and competitive strategy, students (in consultative groups) should assert how to approach and execute strategies and tactics to the issues outlined in the cases, which they will present to their peers for review (oral presentation as below)			
<b>Assessment Type:</b>	Presentation	<b>% of total:</b>	10
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	2,3
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Oral presentation (group contribution), Students will present (as a team but with individual contributions) an oral presentation of the case study above. Other class members will be invited to ask questions to investigate the presenting groups approach. All arguments/approaches will be marked accordingly			
<b>Assessment Type:</b>	Written Report	<b>% of total:</b>	40
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Written report (individual contribution). Students will be asked to individually synthesise and apply the learning outcomes to a case (enterprise/business), with a view to providing a practical toolkit for managing innovation and creativity in an enterprise. The directive will require a treatment of the elements explored in the course with a view to providing a practical roadmap of such considerations as innovations and creativity, strategies for executing and exploiting innovations for an enterprise			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Repeat failed items</b> <i>The student must repeat any item failed</i>			

## H7IAC: Innovation and Creativity

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Practical	No Description	2	Every Week	2.00
Independent Learning	No Description	17	Every Week	17.00
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Callum, E.. (2014), Creativity, Inc.: Overcoming the Unseen Forces that Stand in the way of True Inspiration.</p> <p>Fox, J. M. and Fox, R. L.. (2010), Exploring the Nature of Creativity, USA, Kendall Hunt Publishing Company.</p>	
<i>Supplementary Book Resources</i>	
<p>Bessant, J. and Tidd, j.. (2011), Innovation and Entrepreneurship, UK Wiley.</p> <p>Bygrave, W. and Zacharakis, A.. (2011), Entrepreneurship, 2nd. West Sussex, England, Wiley.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
<b>Discussion Note:</b>	