

MODULE SPECIFICATION PROFORMA

Module Title:	Ideas and Innovation	Level:	7	Credit Value:	15
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Module code:	BUS796	Is this a new module?	YES	Code of module being replaced:	N/A
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Cost Centre:	GAMP	JACS3 code:	N214
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Trimester(s) in which to be offered:	1, 2 & 3	With effect from:	September 18
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School:	Business	Module Leader:	Dr Jan Green
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Scheduled learning and teaching hours	24 hrs
Guided independent study	126 hrs
Placement	0 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered	Core	Option
Executive MBA	✓	<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval April 17

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

N/A

Module Aims

To provide a critical insight into the nature of idea creation and innovative practices as key business practices to support organizational survival and growth
To demonstrate links between innovation and new product development

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Effectively engage in generating ideas of relevance to business development	KS1	KS4
		KS2	KS5, KS6
		KS3	KS9
2	Critically evaluate strategic approaches to business innovation	KS1	KS5
		KS3	KS6
		KS4	KS9
3	Synthesise links between ideas, innovative practice and business success	KS1	KS4
		KS2	KS5, KS6
		KS3	KS9, KS10

Transferable/key skills and other attributes

Proposing, Decision making, operationalizing

Derogations

None

Indicative Assessment:

Assessment: requires students to actively participate in an idea-generating workshop based on theoretical models, eg: the stage-gate process or development funnel model to address a stated business problem which could be drawn from several strategic scenarios including reduced market share, contextual issues, budget shortfall, product obsolescence etc. The outcome of the selected idea/s should indicate clear potential to be of benefit to the business via innovative approaches and a majority decision regarding future direction.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3	Coursework	100%		3000

Learning and Teaching Strategies:

To enable students to experience the concepts of idea-generation and innovative practice, the learning and teaching would be divided into concise theoretical lectures, divided through the modular block, to deliver theory before leading into the practical business application of the learning in a group or paired situation to use the relevant techniques. Debate and interaction would be encouraged to create an environment where questions are encouraged as a means of reaching informed business solutions to address organizational performance problems.

Syllabus outline:

Creating, capturing and implementing ideas
 The process of Innovation
 Innovation Strategies and Capabilities
 Disruptive Innovation
 Innovative outcomes
 Developing new products and services

Bibliography:

Essential reading

Tidd, J, and Bessant, J. (2014) Strategic Innovation Management, John Wiley, Chichester

Other indicative reading

Dawson, P.M., Andriopoulos, C. (2017) Managing Change, Creativity and Innovation, 3rd Edn. Sage Publications, London.

Fagerberg, J., Martin, B.R. and Anderson, E.S. (2013) Innovation Studies, Oxford University Press, Oxford.

Harvard Business Essentials (2003) Managing Creativity and Innovation. Harvard Business School Press, Boston, MA.

Mitra, J. (2017) The Business of Innovation, Sage Publications, London.

Trott, P. (2017) Innovation Management and New Product Development, 6th Edn., Pearson Education, Harlow.

Journals:

Creativity and Innovation Management

European Journal of Innovation Management

Journal of Innovation Management

The Innovation Journal

Website:

www.christenseninstitute.org – disruptive innovation

www.innovation-portal.info