

Summary Information

Module Code	6104LBSBW
Formal Module Title	Innovation and Creativity for Business
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Fragkoulis Papagiannis	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Katie Hyslop	Yes	N/A
Fredrick Agboma	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To understand how to create and manage business change which leads to product or service innovation; To understand core and secondary corporate innovation practices enabling business leadership; To present and analyse the strategic process and business informatics necessary for creating novel ideas with commercial viability; To provide sustainable strategies for valuing commercially innovative approaches.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate how to create and manage business change which leads to product or service innovation
MLO2	Identify core and secondary corporate innovation practices enabling business leadership
MLO3	Provide sustainable strategies for valuing commercially innovative approaches
MLO4	Present and analyse the strategic process and business informatics necessary for creating innovative ideas with commercial viability

Module Content

Outline Syllabus
Recognising the Creative and Innovative Opportunity Creating an innovation and change business environment Managing innovation and change The Innovation imperative Stages and strategic processes for creativity Creating Value through innovation and technology Identification of new technologies for innovation Managing creativity and change through business Informatics Developing innovative solutions for business challenges Developing New Products and Services

Module Overview

This module will allow you to understand how to create and manage business change which leads to product or service innovation; to understand core and secondary corporate innovation practices enabling business leadership; to present and analyse the strategic process and business informatics necessary for creating novel ideas with commercial viability; and to provide sustainable strategies for valuing commercially innovative approaches.

This module is intended to teach you how to not just think creatively, but how to manage innovative ideas to be aware of the power that creativity and innovation can bring to contemporary business environment and the organisation.

Additional Information

This module is intended to teach the student how to not just think creatively, but how to manage innovative ideas throughout the organisational framework. Innovation will be introduced as a way of providing value added to the corporate products and services, if managed appropriately. By application, through seminars and workshops, creative application of innovative ideas to existing business processes, will enable the student to become aware of the power that creativity and innovation can bring to contemporary business environment and the organisation

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	individual report	70	0	MLO1, MLO3, MLO2
Presentation	Individual presentation	30	0	MLO4