

Liverpool John Moores University

Title: Innovation & Creativity for Business
Status: Definitive
Code: **6504DGABW** (128662)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Dong A University

Team	Leader
Naser Valaei	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	2500 words	individual report	70	
Presentation	15 min	Individual presentation	30	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate how to create and manage business change which leads to product or service innovation
- 2 Identify core and secondary corporate innovation practices enabling business leadership
- 3 Provide sustainable strategies for valuing commercially innovative approaches
- 4 Present and analyse the strategic process and business informatics necessary for creating innovative ideas with commercial viability

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

individual report	1	2	3
Individual presentation	4		

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

Learning Activities

This module will employ a range of student-centred learning activities including lecture, workshops, group discussion and seminars to explore and analyse innovative approaches to contemporary business problems. Business cases and examples are going to be engaged to lead the student towards a case-based problem solving

Notes

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