

## Liverpool John Moores University

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Title: Innovation & Creativity for Business  
Status: Definitive  
Code: **6504HOABW** (126696)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Hoa Sen University

Team	Leader
Akis Papagiannis	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