

Module Information

2022.01, Approved

Summary Information

Module Code	6504VLUBW
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

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Van Lang University

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	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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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate how to create and manage business change which leads to product or service innovation
MLO2	2	Identify core and secondary corporate innovation practices enabling business leadership
MLO3	3	Provide sustainable strategies for valuing commercially innovative approaches
MLO4	4	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	
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)	Module Learning Outcome Mapping
Portfolio	individual report	70	0	MLO1, MLO2, MLO3
Portfolio	Individual presentation	30	0	MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Naser Valaei	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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