

Liverpool John Moores University

Title: INNOVATION, CREATIVITY & TECHNOLOGY
Status: Definitive
Code: **7105MSCENT** (121733)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Akis Papagiannis	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 39
Total Learning Hours: 200
Private Study: 161

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	19.5
Seminar	19.5

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	5,000 words	75	
Presentation	AS 2	Individual 15 minute presentation discussing an innovative business solution	25	

Aims

To develop ability to generate creative ideas with commercial viability

To apply tools and techniques to enable creative problem solving

To appreciate alternative and innovative approaches to business

To understand how to manage the innovation and creative design process

To understand successful application of innovative technology to business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate ability to generate and recognise commercially viable creative ideas
- 2 Critically evaluate business problems and apply tools and techniques in a creative way to solve them
- 3 Critically analyse approaches in managing innovative ventures so as to create the most value
- 4 Develop a comprehensive understanding of how technology can be used in products and services or applied to the business process in an innovative context
- 5 Hold in-depth discussions on suitable application of different technologies

Learning Outcomes of Assessments

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

Report	1	2	3	4
Presentation	5			

Outline Syllabus

Recognising the Creative and Innovative Opportunity

Sources of Innovation

Searching for Opportunities

Developing innovative solutions to business problems.

Developing New Products and Services

Creating New Ventures

Exploiting the Knowledge Economy and Intellectual Property

Creating Value through innovation

Learning to Manage Innovation and Creativity

Identification of suitable technologies for innovation applications

Incorporation of technology creatively within the business management process

Application of technology to innovative product/service design

Learning Activities

This module will employ a range of student-centred learning strategies including lecture, case study, group discussion, creative problem solving exercises and self-directed problem based learning.

Notes

This module is intended to teach the student how to not just think creatively, but how to shape creative ideas into commercially viable propositions. Innovation will be introduced as a way of providing competitive advantage, if managed appropriately. By application of new technologies to create differentiated products or services, as well as the creative application of existing technologies to business processes, the student will become aware of the power creativity can bring to an entrepreneurial business.