LIVERPOOL JOHN MOORES UNIVERSITY

Innovation, Creativity and Technology

Module Information

2022.01, Approved

Summary Information

Module Code	7505DIMENT
Formal Module Title	Innovation, Creativity and Technology
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To develop ability to generate creative ideas with commercial viabilityTo apply tools and techniques to enable creative problem solvingTo appreciate alternative and innovative approaches to businessTo understand how to manage the innovation and creative design processTo understand successful application of innovative technology to business.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate ability to generate and recognise commercially viable creative ideas
MLO2	2	Critically evaluate business problems and apply tools and techniques in a creative way to solve them
MLO3	3	Critically analyse approaches in managing innovative ventures so as to create the most value
MLO4	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
MLO5	5	Hold in-depth discussions on suitable application of different technologies

Module Content

Outline Syllabus	Recognising the Creative and Innovative OpportunitySources of InnovationSearching for OpportunitiesDeveloping innovative solutions to business problems.Developing New Products and ServicesCreating New VenturesExploiting the Knowledge Economy and Intellectual PropertyCreating Value through innovationLearning to Manage Innovation and CreativityIdentification of suitable technologies for innovation applicationsIncorporation of technology creatively within the business management processApplication of technology to innovative product/service design
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	75	0	MLO1, MLO2, MLO3, MLO4
Presentation	Presentation	25	0	MLO5

Module Contacts