

## MODULE DESCRIPTOR

### Module Title

Business Creativity

Reference	BS4163	Version	7
Created	March 2018	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

### Aims of Module

To enable learners to understand the new product/service development process, focusing on the idea generation and idea screening stages. In addition to the need for an innovative and creative approach, learners will need to combine these skills with a formal market research process, using a range of techniques to determine viability and the full potential for commercialisation of their idea.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Apply creative thinking skills and the use of creative techniques to explore extended problem solving.
- 2 Evaluate and research an entrepreneurial idea.
- 3 Determine and analyse opportunities encountered by new enterprise starts within an identified environment.
- 4 Critically appraise the nature of the entrepreneurial personality in the context of relevant academic models and theories.
- 5 Examine the impact of intercultural competencies on team working in a given context.

### Indicative Module Content

Overview of idea generation and opportunity evaluation; creative problem solving and innovation techniques; group dynamics and leadership; the entrepreneurial personality; models of entrepreneurial behaviour; intercultural competencies; critical thought processes and multi-cultural/discipline group decision making; the role of marketing research in management decision making; practical research applications; resource assessment; entrepreneurial marketing strategies; developing presentation skills.

### Module Delivery

The module is delivered by lectures, interactive group work potentially involving students from partner European institutions, idea check up sessions, and directed self-study.

<b>Indicative Student Workload</b>	Full Time	Part Time
Contact Hours	30	30
Non-Contact Hours	120	120
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
<b>TOTAL</b>	<b>150</b>	<b>150</b>
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

## ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

### Component 1

Type: Coursework Weighting: 40% Outcomes Assessed: 1, 2, 3  
 Description: Group Presentation

### Component 2

Type: Coursework Weighting: 60% Outcomes Assessed: 1, 4, 5  
 Description: Individual Written Assessment

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The Module is assessed by two components: C1 - Presentation - 40% weighting. C2 - Coursework - 60% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	At least 70% on weighted aggregate and at least 35% in each component
<b>B</b>	At least 60% on weighted aggregate and at least 35% in each component
<b>C</b>	At least 50% on weighted aggregate and at least 35% in each component
<b>D</b>	At least 40% on weighted aggregate and at least 35% in each component
<b>E</b>	At least 35% on weighted aggregate
<b>F</b>	Less than 35% on weighted aggregate
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

## Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 BURNS, P., 2016. *Entrepreneurship and small business; start up, growth and maturity*. 4th ed. London: Palgrave.
- 2 DEAKINS, D. and FREEL, M., 2012. *Entrepreneurship and small firms*. 6th ed. Maidenhead: McGraw-Hill Higher Education.
- 3 STOKES, D. and WILSON, N., 2017. *Small business management and entrepreneurship*. 7th ed. Andover: South-Western Cengage Learning.
- 4 BESSANT, J., and Tidd, J. 2015. *Innovation and entrepreneurship*. 3rd ed. Hoboken: John Wiley and Sons.
- 5 DUBINA, I., 2016. *Creativity, innovation and entrepreneurship across cultures: theory and practices*. New York: Springer