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MODULE DESCRIPTOR

Module Title

Business Creativity

| | | | |
|-----------|--------------|-------------|---------|
| Reference | CB4163 | Version | 1 |
| Created | January 2020 | 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.

| Indicative Student Workload | Full Time | Part Time |
|--|------------|------------|
| Contact Hours | 30 | 30 |
| Non-Contact Hours | 120 | 120 |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 150 | 150 |
| <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 calculation of the overall grade for this module is based on 40% weighting of C1 and 60% weighting of C2 components. An overall minimum grade D is required to pass the module.

| | | Coursework: | | | | | | |
|-------------|----|--|---|---|---|---|---|----|
| | | A | B | C | D | E | F | NS |
| Coursework: | A | A | B | B | C | C | E | |
| | B | A | B | C | C | D | E | |
| | C | B | B | C | D | D | E | |
| | D | B | C | C | D | E | E | |
| | E | C | C | D | D | E | F | |
| | F | E | E | E | E | E | F | |
| | NS | Non-submission of work by published deadline or non-attendance for examination | | | | | | |

Module Requirements

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

INDICATIVE BIBLIOGRAPHY

- 1 TROTT, P. 2020. *Innovation Management and New Product Development*. 7th ed. Harlow: Pearson.
- 2 STOKES, D. and WILSON, N., 2017. *Small business management and entrepreneurship*. 7th ed. Andover: South-Western Cengage Learning.
- 3 BURNS, P., 2016. *Entrepreneurship and small business; start up, growth and maturity*. 4th ed. London: Palgrave.
- 4 BESSANT, J., and Tidd, J. 2015. *Innovation and entrepreneurship*. 3rd ed. Hoboken: John Wiley and Sons.