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MODULE DESCRIPTOR

Module Title

Business Creativity

Reference	CB4163	Version	2
Created	October 2022	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	January 2023	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	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Group and Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	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 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.