

Module Code	BMSW6102
Title	Developing Innovation and Creativity for Business Advantage
Date	27/08/2019
Level	6
Credits	20
Pre-Requisites	

AIM(S)

- to provide students with a clear understanding of the importance of innovation to business development, and the ability to critically review models and characteristics of the innovation process.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically reflect on the innovation concept;
- recognise, analyse and apply creative thinking at the individual, team, organisational and industry level;
- critically explore and differentiate between different models of innovation;
- critically assess characteristics of organisational knowledge and organisational knowing.

INDICATIVE CONTENT

- The concept of innovation from an inter-disciplinary perspective, specifically from an individual, group, organisational, intra- and inter-organisational level.
- Closed and open innovation models, including Schumpeterian and post-Schumpeterian views.
- The process of innovation management.
- The role of creativity within the innovation process, including emergent and prospective models of innovation.
- Individuals as innovators, including creativity and personal traits, social interaction, experimentation and play.
- Innovation in groups including the factors that drive group/team innovation, innovation implementation and creativity, and models of team innovation.
- The determinants of organisational innovation and organisational design.
- The seven-stage model of new product development and trends in Research and Development.
- The concepts and processes of closed v. open innovation.
- Globally distributed innovation. The importance of organisational knowing, including a review of useful practices v. best practices and the meaning of 'boundary-less' organisations and how these can enhance opportunities for innovation.
- Inter-organisational innovation, including value constellations, drivers, success factors, typologies and implications.
- The impact of increasing costs and complexity of Research and Development.

Study Time Allocation

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement Learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Individual project plan supported by a reflective presentation	2500 words supported by 15 minutes' presentation	100%

Assessment Summary

Activity type	Percentage
Written	0%
Coursework	100%
Practical	0%
TOTAL	100%

READING LIST

Module Code	BMSW6102	
Module Title	Developing Innovation and Creativity for Business Advantage	
Classification	Reading List Entry	Electronic*
Essential	Tidd, J. and Bessant, J. (2009), Managing Innovation: Integrating Technological, Market and Organizational Change, 2nd ed, Chichester: John Wiley.	☐
Essential	Trott, P. (2008), Innovation Management and New Product Development, 4th ed, Harlow: FT Prentice Hall.	☐
Further	Bratnicka. (2015). Relationship Between Leadership Styles and Organizational Creativity. Management and Business Administration. Central Europe, (1(128)), Management and Business Administration. Central Europe / Management and Business Administration. Central Europe, 2015, Issue 1(128).	☐
Further	Brunswick, S., & Van de Vrande, V. (2014). Exploring Open Innovation in Small and Medium-Sized Enterprises. In New Frontiers in Open Innovation (p. New Frontiers in Open Innovation, Chapter 7). Oxford University Press.	☐
Further	Clegg, B. and Birch, P. (2002). Crash Course in Creativity. London: Kogan Page	☐

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Further	Cook, P. (2016). Leading innovation, creativity and enterprise. Industrial and Commercial Training, 48(6), 294-299	☐
Further	Dawson, P., & Andriopoulos, C. (2014). Managing change, creativity & innovation (Second ed.)	☐
Further	Drucker, P. (2007) Innovation and Entrepreneurship: practice and principles. (Online) Amsterdam; London: Butterworth-Heinemann.	☐
Further	Foss, N., & Saebi, T. (2015). Business Model Innovation The Organizational Dimension. Oxford: OUP Oxford	☐
Further	Gryskiewicz, T., Gryskiewicz, S. S., & Taylor, S. (2011). Making Creativity Practical Innovation That Gets Results (J-B CCL (Center for Creative Leadership)). Hoboken: Wiley.	☐
Further	Brown, T., 2016. Leaders Can Turn Creativity into a Competitive Advantage. Harvard Business Review Digital Articles, pp.2–6. https://web-a-ebSCOhost-com.ezproxy.uwtsd.ac.uk/ehost/detail/detail?vid=0&sid=a58e711e-3b57-4803-9bef-bbed42767091%40sessionmgr4007&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=120582131&db=bth (Accessed 24 July 2019)	☒
Further	Proctor, T. (2005). Creative Problem Solving for Managers: Developing Skills for Decision Making and Innovation. 2nd ed. London: Routledge.	☐
Further	O'Reilly, C., 2019. The Three Stages of Disruptive Innovation: Idea Generation, Incubation, and Scaling. California Management Review, 61(3), pp.49–72. https://journals-sagepub-com.ezproxy.uwtsd.ac.uk/doi/full/10.1177/0008125619841878 (Accessed 24 July 2019)	☒
Further	Kremer, Villamor & Aguinis, 2019. Innovation leadership: Best-practice recommendations for promoting employee creativity, voice, and knowledge sharing. Business Horizons, 62(1), pp.65–74. https://www-sciencedirect-com.ezproxy.uwtsd.ac.uk/science/article/pii/S0007681318301459 (Accessed 24 July 2019)	☒
Further	Meutia & Ismail, 2015. THE INFLUENCE OF COMPETITIVE PRESSURE ON INNOVATIVE CREATIVITY. Academy of Strategic Management Journal, 14(2), pp.117–127. https://search-proquest-com.ezproxy.uwtsd.ac.uk/docview/1760495358?accountid=130472&rft_id=info%3Axi%2Fsid%3Aprimo (Accessed 24 July 2019)	☒