



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Creativity, Innovation and Intellectual Property
LCMB7007

MODULE CODE:	LCMB7007
TITLE:	Creativity, Innovation and Intellectual Property (CIIP)
DATED:	13/06/2018
LEVEL:	7
CREDITS:	20
JACS CODE:	N200

AIM(S)

- To use a variety of techniques and strategies to develop awareness and capacity for creativity and innovation. To demonstrate the background, requirement and necessity for creativity and innovation.
- To enable the student to recognize, select and critically review Intellectual Property legislation that offers protection for their innovations and associated assets.

LEARNING OUTCOMES

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

- recognize and critically reflect upon the importance of creativity and innovation;
- demonstrate a critical and evaluative ability to systematically deconstruct a problem or difficulty in order to develop new and alternative solutions and, or, systems of management;
- evaluate Innovation and Intellectual Property issues and select, propose and manage appropriate solutions in the context of a global marketplace.

INDICATIVE CONTENT

- Definitions of innovation and creativity.
- Individuals as innovators: personal traits, social interaction, experimentation and play.
- Theories and models for innovation development from an interdisciplinary perspective.
- Theories and models for development of creativity.
- Innovation in groups and teams including models of team innovation.
- The determinates of organisational innovation and organisation creativity, and dynamic capabilities.
- Concepts of open and closed innovation, and the theoretical and practical implications of these models:

- 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.
- Forms of capital, focusing on intellectual capital, brand and intangible asset management.
- Strategies for idea generation and development.
- Convergent and divergent approaches to problem solving.
- Assessing and selecting feasible business concepts, including stages of new product development.
- Impact of pervasive environmental issues on creativity, innovation and IP (technology, globalisation, sustainability, ethics).
- Intellectual Property Rights – issues, approaches and strategies for management.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

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

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Individual report	One 2500 words	50%

Assessment Component 2 – Coursework

Mode of assessment	Volume	Weighting
Individual report	One 2500 words	50%

Assessment Summary

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

READING LIST

Module Code	LCMB7007	
Module Title	Creativity, Innovation and Intellectual Property (CIIP)	
Classification	Reading List entry	Electronic*
Essential	Bainbridge, D. (2012) Intellectual Property (9th Ed.) London, Longman.	
Essential	Trott, P. (2017) Innovation Management and New Product Development, 6th Edition	
Essential	Tidd, J. and Bessant, J. (2010), Managing Innovation: Integrating Technological, Market and Organizational Change, 4th Ed, Chichester: John Wiley	
Further	Chesbrough, Vanhaverbeke, West (2006), Open Innovation: Researching a New Paradigm, Oxford University Press (available on line:	
Further	Davis, J. (2012) Intellectual Property Law (4th Ed), Oxford: Oxford University Press	
Further	Drucker, P F (2007) Innovation and Entrepreneurship. The Classic Drucker Collection. Elsevier, London.	
Further	Estrin, J.(2009) Closing the Innovation Gap: Reigniting the spark of creativity in a global economy. USA: McGraw Hill	