



CHANGEMAKERS: CREATIVITY AND VALUE CREATION



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MODULE INTRODUCTION



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Welcome to the Module: Changemakers: Creativity and Value Creation

The aim of the module is:

To develop the concepts and practice of creativity and value creation for the development of innovative, aspiring and progressive solutions.

Upon the successful completion of this module, you will be able to:

- Demonstrate knowledge and critical understanding of innovation, creativity and enterprising mindset, recognising the values and the contribution creativity makes to the common good.
- Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.

The module looks at the contribution of innovation and creativity around the world, how it shapes society and the way we live and work. Taking an integrative approach, through demonstrating the relationship between many academic perspectives, the module draws on evidence, theories, concepts and frameworks from a multidisciplinary viewpoint.

The units within the module are designed to help you gain skills to identify and pursue opportunities, and develop ideas to generate value that contribute to a sustainable planet.

These skills include creative problem-solving to develop practical solutions; working collaboratively and ethically on ambiguous, complex and open-ended challenges; displaying resilience; and the capacity to learn, both from direct personal experiences and those of others.

BE MORE PIRATE

Have you ever thought about how individuals can challenge and reshape the world?

In the book *Be more Pirate*, Sam Conniff Allende explains how in the 17th century Caribbean, a small group of swashbucklers took on the entire British navy and for a short while won. They did this by being creative and changing the things around them that they thought were wrong.

For example, they changed working conditions to be fair; they changed pay scales to be fair. They changed the method of leadership to be democratic. And they did this under a flag whose logo is recognisable to this very day.

In short, the pirates used their creativity to change their world and in doing so they introduced value to their lives the likes that had never been seen before.

Modern day changemakers can take a page from this book too.

Creativity adds value in many forms, from the development of new products and services that enhance our lives, to the start of movements such as Extinction Rebellion and Black Lives Matter. During the course of the module you will be tasked with developing an idea that can generate value in your community and beyond.



Marcus
Rashford's
free school
meals



Bill and Melinda
Gates:
Business and
Philanthropy

Lady Gaga
Avant-Guard
Musician



Changemakers: Creativity and Value Creation, is broken down into four units to support you in the development of your idea:



Ideas and Value



Creative Solutions



Mobilising Support



Evaluation

Each unit contains up to 10 hours of activity for you to work through, with a tutor there to support and guide you when required. In addition, there will be 6 hours of virtual lessons with your module tutor.

The module consists of two assessments, an e-portfolio and a written assessment, which you will find in the Module Handbook.

Navigating Through the Module

On the Moodle page you will find a number of tiles containing resources to support your learning on the module.

As you work through the module you should keep a look out for the following icons:



Clicking on this icon will reveal helpful information and guidance relating to the content of the slide.



This icon indicates and approximate amount of time it should take you to complete a session or activity.



This icon opens a link to an external resource in a new browser window.



When you see this icon you **MUST** complete the indicated activity in order to complete the topic and gain module credits.



This icon indicates you should take notes using your chosen method or as directed in the activity description.



When you see the Level-Up icon you are directed to additional material or stretch activities related to the module topics.

Completion of activities will earn you marks towards the participation element of the assessment.

You can check your progress via the completion bar on the module tile and by looking out for the green tick next to Moodle activity.



This icon indicates you have completed an activity you have been directed to do. Completing specified several activities will earn you badges as you progress through the module. Collect all of the badges to get full marks for the participation element of the assessment.

In this module there are three badges for you to collect.



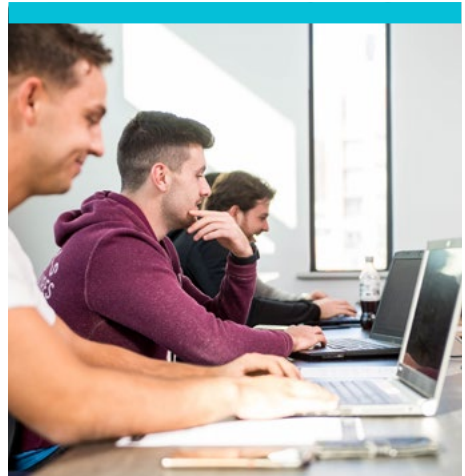
The discussion badge is awarded for participating in the group forum discussions. To earn this badge you must contribute to discussions and comment on the contributions of others.



The blog badge is awarded for completing blogging activities.



The engagement badge is awarded for your level of engagement with the module content. To earn this badge you must work through the learning materials on the Moodle page.



Collecting all three badges that will signify you will be awarded full marks for the participation element of the assessment. Don't worry if you don't manage to collect the badges, you will still be awarded some marks based on your level of contributions to the module activities.

Everything you need you will find in the Moodle page for the module, where you will also find a question and answer forum to raise any concerns you have when progressing through the materials.

You are now ready to start your learning.

Good Luck!



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