

Module Handbook

Module Code	BMSW5013
Title	Creativity and Innovation
Date	11/08/2023
Level	5
Credits	20
Pre-Requisites	None

AIM

- To develop the concepts and practice of creativity and value creation to aid innovative organisational operations.

LEARNING OUTCOMES

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

- demonstrate knowledge and understanding of organisation logistics, innovation and creativity to develop value creation within an operations context;
- apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation to an identified operational problem;
- write a report which investigates an identified problem within the operations of an organisation and offers innovative and creative solutions which add value.

INDICATIVE CONTENT

- The concept of innovation from an inter-disciplinary perspective, specifically from an individual, group, organisational, intra- and inter-organisational level.
- The process of innovation management and creative thinking.
- The role of creativity within the innovation process, including emergent and prospective models of innovation.
- Innovation in individuals and groups including the factors that drive individual, group/team innovation, innovation implementation and creativity, and models of team innovation.
- The determinants of organisational innovation and organisational design.
- The concepts and processes of closed v. open innovation.
- Inter-organisational innovation, including value constellations, drivers, success factors, typologies and implications.
- The process of innovative organisation logistics to add value to operations.
- The impact of increasing costs and complexity of Research and Development.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Assessment	4,000 words or equivalent	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMSW5013	
Module Title	Creativity and Innovation	
Classification	Reading List entry	Electronic*
Essential	Tidd, J. (2018) <i>Managing Innovation: integrating technological, market and organizational change</i> . 6 th edn. Hoboken: Wiley.	☒
Essential	Manners-Bell, J. and Lyon, K. (2022) <i>Logistics and Supply Chain Innovation: A practical guide to disruptive technologies and new business models</i> . 2 nd edn. London: Kogan Page	☐
Further	Turner, E. (2020) <i>Be Less Zombie: How great companies create dynamic innovation, fearless leadership and passionate people</i> . Chichester: Wiley.	☐
Further	Trott, P. (2016) <i>Innovative management and new product development</i> . 6 th edn. Harlow: Pearson.	☐
Further	Chesbrough (2014) <i>New Frontiers in Open Innovation</i> . Oxford: Oxford University Press.	☐
Further	Foss, N. J. (2015) <i>Business Model Innovation: the organisation dimension</i> , 1 st edn. Oxford: Oxford University Press.	☐