

Module code	FND306	Level	3
Module title	Creativity and Entrepreneurship		
Status	Common		
Teaching Period	Spring/Summer		
Courses on which the module is taught	All		
Prerequisite modules	None		
Notional learning hours	100	Credit value	10
		ECTS Credits	5
Field trips?	<i>None</i>		
Additional costs	<i>None required</i>		
Content notes	<i>None</i>		

1. Module description

In today's global economy, creativity is most often defined as the ability to imagine the unique ideas whilst innovation is defined as the process that transforms the creative ideas into real commercial product or services. Starting from this point of view, this module will help you to critically evaluate how creativity contributes to successful entrepreneurship practice.

Today's organisations are aware of the importance of entrepreneurial and managerial creativity as a desired behaviour in identifying opportunities that lead to entrepreneurial success. In this module, you will have the opportunity to understand the role of managerial creativity for growth and wellbeing of organisations and in society.

You will cover topics such as innovative organisations; entrepreneurial creativity and decision making; transformational leadership; creative behaviour; employee innovation; and engaging with the creative process in the workplace.

2. Learning Outcomes

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

Collaboration (MLO1)

Determine collaboration opportunities in examining creativity in organisations.

Innovation (MLO2)

Recognise and describe value propositions of innovation in organisations, combining curiosity and creativity.

Human and Environmental Impact (MLO10)

Demonstrate the impact of innovation and creativity on people, organisations and the environment.

3. Learning and teaching methods, and reasonable adjustments

This module will be delivered by seminars, self-directed, autonomous learning, giving responsibility and management of the learning process to you. This is primarily done through the seminar process where you are given the opportunity to demonstrate the extent to which you have understood the reading material for the module on a weekly basis and how this relates to business theory, concepts and principles delivered in the module.

Both group and individual work is called for in this module, as a means of providing opportunities for both peer learning and peer-assessment, and guidance and freedom to research and analyse alone, with a view to enhancing self-assessment and your awareness of the learning process.

Learning hours	
Directed learning	
Workshops/classes	36 hours
Guided/Self-guided learning	64 hours
Total	100 hours

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment 1. Presentation (Group)

Weight (%): 100

Word Count or Equivalent: 10 to 12 minutes

Using the theories and models that you learned from this module, and your own research, as well as recent news, evaluate one existing organisation (can be from film industry, fashion or any other business) by identifying important influences on managerial creativity and the impact on the organisation innovation success.

Allocation of marks for group work will be specified in the module assignment brief.

Mapping of assessment tasks:

Assessment components	LO1	LO2	L O10
Group Presentation	✓	✓	✓

The above assessment component is summative. Students will have the opportunity for formative

assessment and feedback before each summative assessment.

5. Indicative resources

BILTON, C. (2007), *Management and Creativity: From Creative Industries to Creative M.* Blackwell Publishing management

BURNS, P. (2013) *Corporate entrepreneurship: innovation and strategy in large organizations.* Palgrave Macmillan.

James Lee Caton (2019) 'Creativity in a theory of entrepreneurship', *Journal of Entrepreneurship and Public Policy*, 8(4), pp. 442–469.

JENNINGS, T. (2016) *Creativity in fashion design: an inspiration workbook.* Bloomsbury.

MATTHEWS, C.H. and BRUEGGEMANN, R.F. (2015) *Innovation and entrepreneurship: a competency framework.* Routledge.

The Oxford handbook of creativity, innovation, and entrepreneurship (2015). Oxford University Press