MODULE DESCRIPTOR

MODULE TITLE	Product Innovation And Creativity		
Module Code	44-6926-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	50% Coursework 50% Coursework		
Pre-Requisite Modules *(if applicable)*			
Delivered according to Standard Academic Calendar YES	**Long:** 2 semesters YES	**Short:** 1 semester NO	**Other delivery pattern:** *Please specify*

1 MODULE AIMS

The aims of this module are to:

- develop an understanding of the context and drivers of continuous innovation in order to appreciate the critical nature of this subject;

- explore the management and process of product creation and its associated strategic and tactical organisational implications;

- allow practical experience of the product innovation process; and

- experience and reflect on the issues and creative challenges of product creation and project management.

2 MODULE LEARNING OUTCOMES
BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Demonstrate a contextual understanding of the subject by analysing the business environment in order to identify product innovation opportunities;

2. Evaluate alternative product opportunities in order to choose the most appropriate one to develop to commercialisation stage;

3. Translate academic knowledge of the product creation process into practice by developing a product opportunity into a commercial proposition;

4. Examine and appraise the potential organisational implications of the chosen product;

5. Recognise and comment upon the challenges of the product creation process including those presented by working within a team environment; and

6. Demonstrate high level project management skills and reflect on the personal and team experience of product creation.

3   INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module will be made up of a combination of lectures, seminars, workshops and consultation sessions.

Lectures will run during the module to introduce material and provide the academic underpinning.

The initial contact time with the seminar tutor will be used to deliver information required to ensure the group coursework can proceed. Later contact time will be used to develop knowledge and understanding of particular theories and concepts in order for groups to progress their project. Sessions will also be used to monitor progress and to help ensure the final outputs of the project are completed by the required time.

Assessment will involve a variety of individual and group work including portfolios and a report.

ASSESSMENT STRATEGY AND METHODS

Task No.	TASK DESCRIPTION	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2500 words	No
2	Coursework	CW	50%	2500 words	No

4   INDICATIVE MODULE CONTENTS / TOPICS

- The context of innovation and its strategic drivers;
- Creating a strategic and tactical climate for innovation;
- The product creation process;
- The challenges of portfolio management;
- Issues in product creation such as intellectual property;
- How to manage yourself, others and the project.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN THE

Module Learning Scheme
Assessment Briefs
Course/Module Blackboard Site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review