MODULE DESCRIPTOR

MODULE TITLE	Developing Individual and Organisational Creativity		
Module Code			
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	100% 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:
- identify the importance of creativity and the creative process in contemporary organisations and industries, to explore what the creative process is and its place in the changing structure and strategy of organisations, to explore how organisations create 'knowledge' and use it to develop new capabilities, products, processes and services; and

- introduce students to a range of techniques by which they can develop their individual capability to be creative within the context of group work and the broader organisational setting. Through critical reflection upon own and others' experiences opportunities for creating a more conducive context for individual and organisational creativity will be fully explored.

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

1. demonstrate a critical understanding of the nature of creativity and an understanding of the integrated nature of individual, group and organisational creativity.

2. demonstrate self-reflection on your own personal creativity/innovation and its practical implementation;

3. demonstrate a greater awareness of barriers and opportunities for creativity;

4. demonstrate an understanding of how problem framing influences solution definition.

3   **INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

The sessions will include the use of videos, case studies and group challenges to complement the teaching of theoretical concepts / frameworks /models with the aim of ensuring the practical benefits and challenges of creativity and the creative process can be understood in reference to academic theory. Within the sessions there will be a focus upon interactive learning and use of innovative techniques to facilitate more active participation from students - the challenges will be group based and it is intended to introduce peer group assessment to encourage greater appreciation of critical reflection and learning. It is intended that some of these challenges will result from organisational scenarios representing real-life work situations that may come from students as well as those that the tutor provides.

Assessment will be via an individual project that provides evidence of achievements and learning outcomes.

4 **INDICATIVE MODULE CONTENTS / TOPICS**

The ability to be creative - individually and in groups - and the facilitation of the creative process in organisations have both assumed increasing importance within a globally competitive marketplace and it can be argued that effective management requires capability for both personal creativity and the ability to enhance creativity in the organisation.

This module will explore these themes by considering five key questions :-
- What is creativity and the creative process? This question will address the difficulties in determining how, when and why an idea is deemed to be 'creative' and the understanding of the 'process' that stimulates this 'product';
- Why be creative? This question addresses the need to understand the significance of creativity and the creative process within an organisational context. Examples will be drawn from contemporary organisations, including the notion of 'Blue Ocean Strategy';
- How can we be more creative? This question will be addressed at both the individual and the group level, and students will be introduced to some of the many tools and techniques which have been developed to aid the creative process. They will be invited to use these creatively;
- How can organisations share and apply the fruits of creative and innovative processes? This question requires an exploration of the roles of leadership, organisational systems and change agents to identify how organisations are to ensure that new ideas are adopted; and
- How is the creative process best managed? This question requires exploration of the idea of the 'Learning Organisation' and the related concepts of 'knowledge management' and 'knowledge transfer'.

Throughout this module, creativity will be stressed in both process and content, and this will apply both to the teaching methods used and to the activities in which participants will be involved.

FURTHER INFORMATION ABOUT THIS MODULE CAN BE FOUND IN:

- Module Guide
- Assessment Brief
- Blackboard Site