

1	Name of Course :	Creativity and Innovation											Version Number:	VD1																																																																																																																		
	Course Code :	BM006-3-2											Effective Date:	01 Sep 2019																																																																																																																		
2	Synopsis :	This course provides a strategy framework for managing innovation in businesses. The emphasis throughout is on the development and application of models and analytical tools that clarify the interactions between competition, patterns of technological and market change, and the structure and development of internal firm capabilities.																																																																																																																														
3	Name(s) of academic staff :	Haslina Hashim, Janitha Kularajasingam, Jonathan Jeevan Srinivas & Dr. Uchechi Cynthia Ohajonu																																																																																																																														
4	Semester and Year offered :	See Programme Specification (Module may be delivered on multiple programmes and therefore in different years/semesters)																																																																																																																														
5	Credit Value :	3																																																																																																																														
6	Prerequisite/co-requisite: (if any)	Introduction to Management (BM007-3-1)																																																																																																																														
7	Course Learning Outcomes (CLO) : At the end of the course the students will be able to: (example) - explain the basic principles of immunisation (C2,PLO1)	<table border="1"> <tr> <td>CLO1</td> <td colspan="13">Explain the importance of innovation in managing a business organisation (A3, PLO4)</td> </tr> <tr> <td>CLO2</td> <td colspan="13">Propose models and analytical tools to support the development of the business strategy (A5, PLO10)</td> </tr> <tr> <td>CLO3</td> <td colspan="13">Present the ideas that lead to the development of innovative business growth (A2, PLO5)</td> </tr> <tr> <td></td> <td colspan="13"></td> </tr> <tr> <td></td> <td colspan="13"></td> </tr> </table>													CLO1	Explain the importance of innovation in managing a business organisation (A3, PLO4)													CLO2	Propose models and analytical tools to support the development of the business strategy (A5, PLO10)													CLO3	Present the ideas that lead to the development of innovative business growth (A2, PLO5)																																																																																				
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8	Mapping of the Course Learning Outcomes to the Programme Learning Outcomes, Teaching Methods and Assessment : Please select the learning outcome Domain(LOD) for each PLO in the cells above it. E.g PLO1- Knowledge and Understanding, PLO2- Cognitive Skills, PLO3-Practical Skills	<table border="1"> <tr> <th rowspan="3">Course Learning Outcomes (CLO)</th> <th colspan="12">Programme Learning Outcomes (PLO)</th> <th rowspan="3">Teaching Methods</th> <th rowspan="3">Assessment</th> </tr> <tr> <th>Knowledge and Understanding</th> <th>Cognitive Skills</th> <th>Practical Skills</th> <th>Interpersonal Skill</th> <th>Communication skill</th> <th>Digital Skills</th> <th>Numeracy Skills</th> <th>Leadership, autonomy and responsibility</th> <th>Personal Skills</th> <th>Entrepreneurial Skills</th> <th>Ethics and professionalism</th> <th></th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> <th>PLO11</th> <th>PLO12</th> </tr> <tr> <td>CLO 1</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Tutorial</td> <td>Group Assignment (Idea Generation)</td> </tr> <tr> <td>CLO 2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>Project</td> <td>Individual Assignment (Product Description, Market Identification and Idea Evaluation)</td> </tr> <tr> <td>CLO 3</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Case Study</td> <td>Individual Presentation</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table> <p>Indicate the relevancy between the CLO and PLO by ticking "✓" the appropriate relevant box. (This description must be read together with Standards 2.1.2, 2.2.1 and 2.2.2 in Area 2 - pages 16 & 18)</p>													Course Learning Outcomes (CLO)	Programme Learning Outcomes (PLO)												Teaching Methods	Assessment	Knowledge and Understanding	Cognitive Skills	Practical Skills	Interpersonal Skill	Communication skill	Digital Skills	Numeracy Skills	Leadership, autonomy and responsibility	Personal Skills	Entrepreneurial Skills	Ethics and professionalism		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	CLO 1				✓									Tutorial	Group Assignment (Idea Generation)	CLO 2										✓			Project	Individual Assignment (Product Description, Market Identification and Idea Evaluation)	CLO 3					✓								Case Study	Individual Presentation																														
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9	Transferable Skills (if applicable) (Skills learned in the course of study which can be useful and utilized in other settings)	1	Interpersonal Skill,																																																																																																																													
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10	Distribution of Student Learning Time (SLT)	<table border="1"> <tr> <th rowspan="3">Course Content Outline</th> <th rowspan="3">CLO*</th> <th colspan="6">Teaching and Learning Activities</th> <th rowspan="3">SLT</th> </tr> <tr> <th colspan="4">Guided Learning (F2F)</th> <th rowspan="2">Guided Learning (NF2F) eg: e-learning</th> <th colspan="2" rowspan="2">Independent Learning (NF2F)</th> </tr> <tr> <th>L</th> <th>T</th> <th>P</th> <th>O</th> </tr> <tr> <td>Describe the Concept of Innovation</td> <td>1</td> <td></td> <td>2</td> <td></td> <td></td> <td></td> <td>2</td> <td>4</td> </tr> <tr> <td>Explain Different Phases in Innovation</td> <td>1</td> <td></td> <td>2</td> <td></td> <td></td> <td></td> <td>2</td> <td>4</td> </tr> <tr> <td>Describe Types of Innovation</td> <td>1</td> <td></td> <td>2</td> <td></td> <td></td> <td></td> <td>2</td> <td>4</td> </tr> <tr> <td>Explain the Different Theories of Innovation</td> <td>1</td> <td></td> <td>2</td> <td></td> <td></td> <td></td> <td>2</td> <td>4</td> </tr> <tr> <td>Explain the Stages of Problem Solving</td> <td>1</td> <td></td> <td>3</td> <td></td> <td></td> <td></td> <td>2</td> <td>5</td> </tr> <tr> <td>Discussion on Idea Generation Techniques</td> <td>1</td> <td></td> <td>7</td> <td></td> <td></td> <td></td> <td>2</td> <td>9</td> </tr> </table>													Course Content Outline	CLO*	Teaching and Learning Activities						SLT	Guided Learning (F2F)				Guided Learning (NF2F) eg: e-learning	Independent Learning (NF2F)		L	T	P	O	Describe the Concept of Innovation	1		2				2	4	Explain Different Phases in Innovation	1		2				2	4	Describe Types of Innovation	1		2				2	4	Explain the Different Theories of Innovation	1		2				2	4	Explain the Stages of Problem Solving	1		3				2	5	Discussion on Idea Generation Techniques	1		7				2	9																																								
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Discussion on Idea Evaluation Analysis		2		6			9	15
Discussion on Intellectual Property in Relation to Innovation		2		7			9	16
Discussion on Innovation Strategy		2		7			9	16
Case Study on the Process of Innovation in the Industry		3		4			13	17
								0
								0
								0
								0
								0
								0
								0
								0
								0
								0
								0
							Total	94

Continuous Assessment		Percentage (%)	F2F	NF2F	SLT	
1	Group Assignment (Idea Generation)	30	2	6	8	
2	Individual Presentation	20	1	2	3	
3					0	
4					0	
5					0	
6					0	
7					0	
					Total	11

Final Assessment		Percentage (%)	F2F	NF2F	SLT	
1	Individual Assignment (Product Description, Market Identification and Idea Evaluation)	50	2	13	15	
2					0	
3					0	
4					0	
5					0	
					Total	15

****Please tick (✓) if this course is Latihan Industri/ Clinical Placement/ Practicum/ WBL using Effective Learning Time (ELT) of 50%**

L = Lecture, T = Tutorial, P= Practical, O= Others, F2F=Face to Face, NF2F=Non Face to Face

*Indicate the CLO based on the CLO's numbering in Item 8.

☐

GRAND TOTAL SLT

120

11	Identify special requirement to deliver the course (e.g: software, nursery, computer lab, simulation room, etc)	Lecture and tutorial for this module will be conducted in the classroom. The module will not require other special requirement.
12	References :(include required and further readings, and should be the most current)	<p>Essential Reading:</p> <p>Smith, D. (2015) Exploring Innovation, McGraw-Hill: London. ISBN-13: 978-0077158392. [Core Text]</p> <p>Trott, P. (2017) Innovation Management and New Product Development, 6th Edition, Prentice Hall Financial Times: Harlow, England. ISBN-13: 978-1292133423.</p> <p>Further Reading:</p> <p>Alice, H.Y. et al (2016) "Employee creativity and innovation in organisations", International Journal of Contemporary Hospitality Management, Vol. 28 Iss 5 pp. 862 - 885.</p> <p>Ailing, C., Liping, L., Xingsen, L., Jun, Z. and Lei, D. (2013) Study on Innovation Capability of College Students Based on Extenics and Theory of Creativity, Information Technology and Quantitative Management (ITQM2013), Procedia Computer Science Vol 17, pp1194 – 1201.</p>

13	Other additional information :	None
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