1. **Title of the module**

BUSN744 (CB744) Creativity and Innovation in Organisations

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BSc Marketing and associated programmes

BSc Management and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 understand the key concepts and theories of organisational behaviour, creativity and innovation

8.2 understand the key elements and operation of organisations and the process of innovation;

8.3 analyse the strengths and weaknesses of various organisational and innovation theories;

8.4 apply these theories to practical issues associated with the management of creativity and innovation in organisations.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 plan, work and study independently using relevant resources;

9.2 appreciate the context in which management decisions are made, drawing on the scholarly and critical insights of the Social Sciences;

9.3 appreciate and understand the relationships between the theories of behavioural science and the practical experiences of management and behaviour of people at work;

9.4 use group working skills, including listening, responding to different points of view, negotiating outcomes, and planning and making a joint presentation;

9.5 present a cogent argument orally, demonstrating good vocal skills which match the environment, and making use of appropriate presentational tools;

9.6 retrieve information from a variety of resources.

1. **A synopsis of the curriculum**

The module aims to provide a critical understanding of the challenges of managing creativity and innovation within contemporary organisations. The experience of work and employment, management practices are affected by rapid technological change, intensifying global competition and changing demographic profiles and values of the work force. Contemporary organisations are pressurised to tackle these developments through creativity, innovation and new organisational forms. This module examines the nature, antecedents, processes and consequences of creativity and innovation and their complex links with organisation, while also exploring major social and technological changes relating these to organisational creativity and innovation. Students will be introduced to the main concepts and theories on creativity, innovation and organisation through readings and discussions of the main themes and debates in the field. Case studies will be used to illustrate how these concepts are connected together and how they could impact upon management decision making within contemporary organisations. Students will be encouraged to explore some of the most notable historical and contemporary shifts in media and technology and discover how new organisational forms and methods have been devised to exploit them. They will develop awareness for the cross-fertilisation between disciplines in analyzing the dynamics of creativity, innovation and organisation and their complex relationships.

Indicative topics are:

* Conceptual foundations of creativity, innovation and organisation
* Personality and individual creativity
* Organisational creativity and innovation
* Cognition, knowledge and creativity
* Models and processes of innovation
* Organisational culture and systems for supporting creativity and innovation
* Leadership and entrepreneurship
* Creative organisations across fields/ industries
* Socio-technological change and new forms of organisation.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Bilton, C. (2007). Management and Creativity: From Creative Industries to Creative Management, Oxford: Blackwell Publishing.

Christensen, C. (2013). The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Boston: Harvard Business Review Press.

Cropley, D. (Ed.). (2010). The Dark Side of Creativity. Cambridge: Cambridge University Press

Csikszentmihalyi, M. (2013). Creativity: The Psychology of Discovery & Invention, Modern Classics Edition, New York: Harper Perennial.

Dawson, P., & Andriopoulos, C. (2014). Managing Change, Creativity and Innovation. London: Sage Publications.

Helfat, C. E., Finkelstein, S., Mitchell, W., Peteraf, M., Singh, H., Teece, D., & Winter, S. G. (2009).

Dynamic Capabilities: Understanding Strategic Change in Organizations. Chichester: John Wiley & Sons.

Sennett, R. (2012). Together: The Rituals, Pleasures and Politics of Cooperation. New Haven, London: Yale University Press.

Sennett, R. (2009). The Craftsman. London: Penguin Books.

Tidd, J., & Bessant, J. (2011). Managing Innovation: Integrating Technological, Market and Organizational Change. Chichester: John Wiley & Sons

1. **Learning and teaching methods**

Total contact hours: 22

Private study hours: 128

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

In-Course essay (20%)

Group Presentation (20%)

Examination, 2 hour (60%).

13.2 Reassessment methods

Reassessment Instrument: 100% exam.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** |  | **X** | **X** |  |  |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** |
| Revision session | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Exam | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** |
| Essay | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** |
| Group Presentation |  | **X** |  | **X** |  |  | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 07/01/2019 | Minor | September 2019 | 1,7,9,13,14 | No |
|  |  |  |  |  |

Revised FSO Jan 2018