

**ENES E8006X: Creativity & Innovation 2014  
update**

Module Details	
Module Code:	ENES E8006X
Full Title:	Creativity & Innovation 2014 update <b>APPROVED</b>
Valid From::	Semester 1 - 2014/15 ( September 2014 )
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Philip Purcell
Departments:	Unknown
Module Description:	This module provides students with a comprehensive understanding of the role of creativity and innovation in the pursuit of opportunities and added value in the life cycle of an enterprise.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Appraise the need for creativity and innovation within a business environment.
MLO2	Recognise entrepreneurship as a component of economic and social development.
MLO3	Assess the role of innovation in the context of the business development process
MLO4	Evaluate failure as an element of risk within a business model.
MLO5	Utilise environmental awareness as a means to innovate, create value and build competitive advantage. Recognise nature as a potential source of creative thinking and innovation.
MLO6	Critically assess the role of networking in the identification of potential business opportunities.
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
<b>Creativity and Innovation</b> Creativity versus innovation, Fundamentals of creative thinking, The individual and creative thinking, Barriers to creative thinking, Creative thinking to generate innovation, Idea Generation Techniques.	
<b>Entrepreneurship</b> Entrepreneurship, The entrepreneur, Entrepreneurial traits, Entrepreneurship as a career, Intrapreneurship, The global entrepreneurship monitor, Case studies of entrepreneurs.	
<b>Innovation</b> From innovation to entrepreneurship, Managing for innovation, The innovation process, Product and cycle times, Intellectual property, Recognising and screening ideas for potential opportunities.	
<b>Business Failure</b> The concept of business failure, Reasons for success and failure in new ventures, The Role of innovation at the turnaround Stage, Learning from business failure, Fear of failure and risk taking.	
<b>Environmental Innovation</b> Biomimicry, Design for the environment, Life cycle analysis, Eco-efficiency, Opportunities from the sustainable environment, Role of innovation for business development and sustainability.	
<b>Networking</b> The concept of networking, Individual networking, Business networking, Open innovation, Developing clusters, Crowd innovation and sourcing, Provide platforms where students will have the opportunity to develop networking skills, Engaging in student enterprise activities, Enhancing student entrepreneurial experience (e.g. inviting guest speakers).	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

## Assessments

Full Time On Campus			
Course Work			
<b>Assessment Type</b>	Practical/Skills Evaluation	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Week 2	<b>Learning Outcome</b>	1,2,3
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Innovative skills evaluation			
<b>Assessment Type</b>	Presentation	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Week 5	<b>Learning Outcome</b>	1,2,3,4
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Based on Module content			
<b>Assessment Type</b>	Project	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Week 8	<b>Learning Outcome</b>	1,2,3,4,5
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Research project related to module content.			
<b>Assessment Type</b>	Performance Evaluation	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Week 11	<b>Learning Outcome</b>	1,2,3,4,5,6
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Innovation project related to module content			
<b>Assessment Type</b>	Project	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Week 14	<b>Learning Outcome</b>	2,3,4
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Research project related to module content			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
<b>No repeat examination</b> Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.			
<b>Reassessment Description</b> This module is 100% continuous assessment. Therefore it is possible that reassessment of this module will be offered solely on the basis of an element or elements of coursework			

## Module Workload

### Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	Lectures based on the module content	Every Week	2.00	2
Tutorial	Contact	Tutorials aligned to module content	Every Week	1.00	1
Directed Reading	Non Contact	Directed reading in line with module content	Every Week	2.00	2
Independent Study	Non Contact	Independent study carried out by the student	Every Week	4.00	4
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					3.00

**This module has no Part Time On Campus workload.**

## Module Resources

### Recommended Book Resources

John Bessant & Joe Tidd. (2011), Innovation & Entrepreneurship, first. 13, John Wiley & Sons, UK, p.589, [ISBN: 97804700711446].  
Tom Kelley & David Kelley. (2013), Creative Confidence, 1st. 8, William Collins, UK, p.288, [ISBN: 9780007517978].  
Pervaiz Ahmed & Charles Shepard. (2010), Innovation Management, 1st. 14, Prentice Hall, p.552, [ISBN: 9780273683766].  
Colm O Gorman & James Cunningham. (2007), Enterprise in Action, 3rd. 13, Oak Tree Press, Ireland, p.302, [ISBN: 9781904887171].  
Keith Goffin & Rick Mitchell. (2010), Innovation Management, second. Palgrave, [ISBN: 9780230205826].  
Rory Burke. (2006), Entrepreneur Toolkit, 1st. 14, Burke Publications, USA, p.157, [ISBN: 9780958239141].  
Edward Lumsdaine and Martin Binks. (2007), Entrepreneurship, From Creativity to Innovation, Trafford Publication, [ISBN: 142510472X].  
Paul Burns. (2010), Entrepreneurship & Small Business, 3rd. 18, Palgrave Macmillan, UK, p.516, [ISBN: 9780230247802].  
David Rae. (2007), Entrepreneurship-From opportunity to action, Palgrave MacMillan, [ISBN: 978-4039-4175-6].  
Janine Benyus. (2002), Biomimicry, Harper, [ISBN: 9780060533229].

### Supplementary Book Resources

David O Sullivan & Laurance Dooley. (2009), Applying Innovation, first. Sage Publications, [ISBN: 9781412954549].  
Paul Trot. (2011), Innovation Management & New Product Development, 5th. 16, Pearson, UK, p.648, [ISBN: 9780273736561].

### Recommended Article/Paper Resources

Harvard Press. Harvard Business Review.  
Wiley-Blackwell. The Journal of Product Innovation Management.  
Dkit Database Library. Business Source Complete.  
Dkit Database Library. Academic Source Complete.  
IP Publishing Ltd. Journal of Entrepreneurship and Innovation.

### Supplementary Article/Paper Resources

Routledge. Journal of Change Management.

### Other Resources

Website, Design Council,  
<http://www.designcouncil.org.uk>  
Website, The Institute of Patentees and Inventors,  
<http://www.invent.org.uk>  
Website, Department for Business Innovation & Skills,  
<http://www.innovation.gov.uk>  
Website, Centre for Sustainable Design,  
<http://www.cfsd.org.uk>  
Podcast, Entrepreneurship education from Stanford University,  
<http://ecorner.stanford.edu/>  
Website, EUROPEAN INNOVATION SCOREBOARD 2013,  
[http://ec.europa.eu/enterprise/policies/innovation/files/iis-2013\\_en.pdf](http://ec.europa.eu/enterprise/policies/innovation/files/iis-2013_en.pdf)  
Website, Creativity for Innovation,  
<http://www.creax.com>  
Website, Boston Consulting Group,  
<http://www.bcg.com>  
Website, Project funding,  
<http://www.kickstarter.com>  
Website, Open innovation,  
<http://www.inocentive.com>  
Website, Crowd Funding,  
<http://www.indiegogo.com>  
Website, Irish crowd funding,  
<http://www.linkedfinance.com>