

CULN B8002: Creativity and Innovation in Culinary Enterprise

Module Details	
Module Code:	CULN B8002
Full Title:	Creativity and Innovation in Culinary Enterprise APPROVED
Valid From::	Semester 1 - 2017/18 (September 2017)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	
Departments:	Unknown
Module Description:	This module will have an applied culinary focus. Students will learn to use and develop creative thinking and idea generation techniques. They will learn how to take an open approach to innovation, to formulate appropriate new business strategies and structures to support innovation and new product development. In addition, they will learn how develop supportive organizational cultures to achieve maximum competitive advantage both from the perspective on an entrepreneur and an intrapreneur.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Review and apply a range of creative thinking and idea generation (right-brain) techniques;
MLO2	Compare and contrast the key attributes and functions of managers and intrapreneurial managers and explain how these will influence the innovative culinary organization;
MLO3	Describe the key features of open innovation and demonstrate how open innovation may be incorporated as part of the culinary business strategy;
MLO4	Evaluate the critical elements of organizational structure for innovation;
MLO5	Assess seven key new product development models;
MLO6	Appraise the concept of corporate culture and its role in fostering a climate of corporate innovation and new product development.
Pre-requisite learning	
Module Recommendations <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	
Creative thinking and idea generation techniques Introduction to and application of creative ideation techniques including (but not limited to), for example, brainstorming, visualization, extrapolation of data, exercises at synthesis levels: defining criteria for business etc.	
Management vs. entrepreneurial (intrapreneurial) management A review of the dimensions that characterize an entrepreneurial organization; A review of the differences between traditional and entrepreneurial (intrapreneurial) management.	
Open innovation and business strategies for innovation Open Innovation: definition and explanation and how it can be embedded into organizational strategy. An assessment of the forces creating the need for entrepreneurial strategies; An appraisal of the key concepts surrounding strategic management as it relates entrepreneurship; An appraisal of the major elements of entrepreneurial strategy and the critical mistakes made when formulating entrepreneurial strategies; The formulation of proposals for the integration of entrepreneurship into the corporate strategy.	
New Product Development A study of the categorisations of the key new product development models: 1. departmental-stage models; 2. activity-stage models; 3. cross-functional models; 4. decision-stage models; 5. conversion-process models; 6. response models; 7. network models.	
Organizational structure A review research on optimal organizational design to support innovation, new product development and intrapreneurial strategies.	
Organizational culture A review of the concept and implications of culture and its role on fostering innovation.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus

Course Work			
Assessment Type	Project	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	Week 9	Learning Outcome	4,5,6
Duration in minutes	0		
Assessment Description Students will be asked to identify a creative business in the sector and prepare and present a case study.			
Assessment Type	Project	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	Week 6	Learning Outcome	1
Duration in minutes	0		
Assessment Description Students will be asked to develop an idea using the creative techniques learned and conduct preliminary market research to establish if there could be a gap in the market and a market in the gap.			
Assessment Type	Class Test	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	Sem 1 End	Learning Outcome	1,2,3,4,5,6
Duration in minutes	0		
Assessment Description The theories studied throughout the module will be assessed			
No Project			
No Practical			
No Final Examination			

Part Time On Campus

Course Work			
Assessment Type	Project	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	Week 9	Learning Outcome	4,5,6
Duration in minutes	0		
Assessment Description Students will be asked to identify a creative business in the sector and prepare and present a case study.			
Assessment Type	Project	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	Week 6	Learning Outcome	1
Duration in minutes	0		
Assessment Description Students will be asked to develop an idea using the creative techniques learned and conduct preliminary market research to establish if there could be a gap in the market and a market in the gap.			
Assessment Type	Class Test	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	Sem 1 End	Learning Outcome	1,2,3,4,5,6
Duration in minutes	0		
Assessment Description The theories studied throughout the module will be assessed			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
A repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lecturer led learning	Every Week	2.00	2
Tutorial	Contact	Lecturer supported learning Classroom/Lab/Kitchen	Every Week	1.00	1
Directed Reading	Non Contact	Lecturer to prescribe appropriate reading material	Every Week	3.00	3
Independent Study	Non Contact	Student to work independently based on guidance received	Every Week	3.00	3
Independent Study	Non Contact	Provision of resources and/or provision of feedback online	Every Week	1.00	1
Total Weekly Learner Workload					10.00
Total Weekly Contact Hours					3.00

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lecturer led learning	Every Week	2.00	2
Tutorial	Contact	Lecturer supported learning Classroom/Lab/Kitchen	Every Week	1.00	1
Directed Reading	Non Contact	Lecturer to prescribe reading material	Every Week	3.00	3
Independent Study	Non Contact	Student to work independently based on guidance received	Every Week	3.00	3
Independent Study	Non Contact	Provision of resources and online feedback online	Every Week	1.00	1
Total Weekly Learner Workload					10.00
Total Weekly Contact Hours					3.00

Module Resources

Recommended Book Resources

Kuratko, D., Morris, M.H. and Covin, J.G.. (2011), Corporate Innovation and Entrepreneurship, 3rd. South Western Cengage Learning International, [ISBN: 9781111526917].

Trott, P.. (2017), Innovation Management and New Product Development, 6th. Pearson, Harlow, [ISBN: 9781292133423].

Davila, T., Epstein, M.J., Shelton, R.D.. (2013), Making Innovation Work, 2nd. Pearson Education, New Jersey, [ISBN: 978133092585].

Ries, E.. (2011), The Lean Start-up, 1st. Portfolio Penguin, London, [ISBN: 9780670921607].

Chesborough, H.W.. (2003), Open Innovation, Harvard Business School Press, [ISBN: 9781578518371].

Christensen, C.M., Raynor, M.E.. (2003), The Innovator's Solution, Harvard Business School Press, Boston, [ISBN: 9781578518524].

Cochrane, S.. (2016), Your Creative Mind: Disrupt Your Thinking, Abandon Your Comfort Zone, Develop Bold New Strategies, Career Press, Wayne USA.

Supplementary Book Resources

Saurabh Gairola. (2009), Culinary Innovation: Strategy for Sustainability in Hospitality Industry.

This module does not have any article/paper resources

Other Resources

Journal, World Scientific. The International Journal of Innovation Management.

Journal, Emerald Insights. Journal of Business Strategy.

Journal, Taylor & Francis On-line. Enterprise & Innovation Management Studies.

Journal, Wiley Online Library. Journal of Product Innovation Management.