

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business Enterprise and Innovation Awarded by Teesside University
Module Title	Creative Thinking and Business Design
Module Syllabus No. (if any)	CSE3013-N
Content	This module offers insights into managing organisational creativity and innovative business design. Key to the approach is the idea that change, creativity and business design all overlap and interconnect rather than being three separate areas of study and that managing the three together is central to organisations having the competitive edge in developing new value propositions.
No. of Teaching Hours	12X 3hrs=36hrs
Teaching Methods	Lectures, workshop, discussion
Assessment Methods and Weightages	The module will be assessed by ICA: a 20 minute group presentation (a review) of a selected journal article (30%) and ECA: individual, 3000-word essay (70%).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Managing change, creativity & innovation 9781446267219 Dawson, Patrick; Andriopoulos, Constantine; Andriopoulos, Constantine 2014 - Second edition
Additional Reference Texts (if any)	Business model generation: a handbook for visionaries, game changers, and challengers 0470876417, 9780470876411 Osterwalder, Alexander; Pigneur, Yves; Clark, Tim 2010
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Be effective in professional and interpersonal communication in a wide range of situations.
2	Work effectively and creatively within a team.
3	Select from a range of digital media appropriate to the task and operate responsibly within digital environments.
4	Work with abstract and creative ideas, arguing from competing perspectives and to recognise possibility of new business model development.
5	Explore a range of creativity and business design theories to support new business model development
6	Incorporate personal responsibility and professional codes of conduct into a range of activities.
7	Developing creative and critical thinking skills while applying them to the business design processes.
8	Engage students in both analysing existing models and theories but also creating new business design

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.