

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	BA Business Enterprise and Innovation
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Business Creativity
<b>Course Code:</b>	ENTR 6101
<b>Total Hours:</b>	160 (Lev 3-5) (4 US Credit)
<b>Timetabled Hours:</b>	45
<b>Guided Learning Hours:</b>	15
<b>Independent Learning Hours:</b>	100
<b>Credit</b>	16 UK CATS credits 8 ECTS credits 4 US credits

**Course Description:**

This course develops the practical and creative skills of envisioning and identifying business opportunities.

The course explores a range of approaches that support business ideation, from behavioural habits like questioning and noticing to cognitive techniques like systematic search, conceptual combination, analogical reasoning, and user perspective taking.

Through this course, students will develop an awareness of the importance of innovation and creativity at the fuzzy front end of business processes. They will understand how business opportunities emerge at the confluence of contingency, prior knowledge, and individual cognitive processes. They will further understand the background importance of personal emotions and affect, alongside the external enablers (circumstances) of the time, to the wider ideation process.

Across its content, this course will emphasize active learning involving case studies, simulations, and practical ideation exercises. At the end of the course, students will be better placed to undertake both product innovation and entrepreneurial idea generation.

**Prerequisites:**

70 Credits

**Aims and Objectives:**

- To provide a comprehensive understanding of the key concepts, theories, and models related to ideation, innovation, and creativity.
- To develop students' abilities to generate creative ideas and apply innovative solutions to complex business challenges.
- To foster critical thinking and analytical skills in evaluating the feasibility and potential impact of innovative ideas.
- To enhance collaborative skills and teamwork in the context of ideation and innovation processes.
- To equip students with practical tools and techniques for fostering a culture of innovation within organizations.

**Programme Outcomes:**

A6II, A6III, B6III, C6II, D6III

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

<b>Course Learning Outcomes</b>	<b>Programme Outcomes</b>
Critically evaluate various theoretical perspectives on creativity, innovation, and design thinking.	L6A (III)
Apply a range of ideation techniques and creative problem-solving methods to generate novel ideas and solutions.	L6B (III)
Analyse real-world case studies of successful and unsuccessful innovation initiatives, identifying key factors that contribute to their outcomes.	L6A (II)
Develop comprehensive innovation strategies that align with organizational goals and market dynamics.	L6D (III)
Communicate innovative ideas effectively and persuasively to diverse audiences.	L6C (II)

**Indicative Content:**

**A background to business creativity**

- An overview of the importance of innovation and business creativity, notably how such activities generate strategic and competitive advances, and empower wider societal progress.
- The role of external enablers and the importance of timing in the generation of ideas.
- The role of business models and the re-engineering of existing business model paradigms.

**Idea generating techniques and behaviours**

- The supportive role of behavioural techniques such as questioning and observing in the generation of business ideas.
- The role played by systematic search.
- The potential to use cognitive heuristics such as analogical reasoning, conceptual combination, and user perspective taking in the generation of ideas.
- Entrepreneurial alertness and the role played by schematic awareness.

**Forces influencing idea generation**

- The importance of prior knowledge as a core creative resource.
- The role of contingency in the cognitive generation of ideas.
- The role played by emotions and affect in the generation of ideas.

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

**Indicative Text(s):**

Barringer, B. and Ireland, R. (2022) *Entrepreneurship: successfully launching new ventures*. 6<sup>th</sup> edn. London: Pearson.

Dawson, P. and Andriopoulos, C. (2024) *Managing change, creativity and innovation*. 5th edn. Thousand Oaks, California: Sage.

Mawson, S. and Casulli, L. (2024) *Entrepreneurial Thinking: Mindset in Action*. Thousand Oaks: Thousand Oaks, California: Sage.

Neck, H.M., Neck, C.P. and Murray, E.L. (2024) *Entrepreneurship: the practice and mindset*. 3rd edn. Thousand Oaks, California: Sage.

### **Journals**

Journal of Innovation and Entrepreneurship.

Journal of Small Business and Entrepreneurship.

Journal of Entrepreneurship Development.

Entrepreneurship and Regional Development.

### **Websites**

Entrepreneurs' Organization (EO). Available at: <https://www.eonetwork.org/> (Accessed: November 2024).

Startup Nation. Available at: <https://www.startupnation.com/> (Accessed: November 2024).

MindTools. Available at: [www.mindtools.com](http://www.mindtools.com) (Accessed: November 2024).

Creativity Portal. Available at: ([www.creativity-portal.com](http://www.creativity-portal.com)) (Accessed: November 2024).

Innovation Games. Available at: ([www.innovationgames.com](http://www.innovationgames.com)) (Accessed: November 2024).

Strategyzer. Available at: ([www.strategyzer.com](http://www.strategyzer.com)) (Accessed: November 2024).

Innosight. Available at: ([www.innosight.com](http://www.innosight.com)) (Accessed: November 2024).

Springwise. Available at: ([www.springwise.com](http://www.springwise.com)) (Accessed: November 2024).

Trend Hunter. Available at: ([www.trendhunter.com](http://www.trendhunter.com)) (Accessed: November 2024).

See syllabus for complete reading list.

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Dec 2024	