

DRAFT

BU7105: Creativity and Innovation Management

Course Details

Course Code:	BU7105
Course Title:	Creativity and Innovation Management DRAFT
Short Title:	Creativity & Innovation Mgmt
Course Level::	Level 7
Valid From::	2020/2021 Sem 2
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	This course will seek to develop creative and innovative practitioners with the current skills and knowledge required to manage processes within a creativity and innovation focused within an organisational environment.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Understand and analyse strategies and business processes that promote innovation and creativity in organisations.
2	Identify the drivers of creativity and innovation within organisations and individuals.
3	Implement creative or design thinking methodologies to deliver a creative solution or project.
4	Analyse and evaluate the implementation of a creative or innovative process.
Requisites	
<ul style="list-style-type: none"> Pre Requisite: 	

No Examinations
Other Controlled Assessments
Assessment Type Presentation
Uncontrolled Assessments
Assessment Type Project (Group)
Assessment Type Project (Individual)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme