

Module code: MOD007195	Version: 2 Date Amended: 03/May/2023
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1. Module Title
Business Innovation

2a. Module Leader
Grahame Macdonald

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Development and management of new products and services is deeply linked to the results of companies and innovation plays a key role in their long-term success. You'll discover the innovation concept and its strategic role, as well as the process to develop innovative and sustainable new products and services. From the perspective of business and marketing, you'll relate idea generation and launch with its practical application in industry and commerce. You'll think independently and innovatively and improve your ability to work outside of the comfort of structure and predictability and security whilst learning the tools to develop your critical thinking and creativity. You'll learn innovation theories and new developments in suitability and the circular economy; understand how firms develop new consumer-centric sustainable and innovative products/services; improve your creativity skills and; understand the success factors for new products. You'll develop your own new product based on a provided brief and will present it in a pitch presentation with accompanying media to a panel for evaluation.

6b. Outline Content

Students will (i) learn innovation theories and new developments in suitability and the circular economy (ii) understand how firms develop new consumer-centric sustainable and innovative products/services, (iii) improve their creativity skills, and (iv) understand the success factors for new products. This module enables the students to develop their social capital by building rapport and working in a team using verbal, written and digital literacy skills. They will develop their knowledge in marketing, including technical and professional knowledge and be able to use this to identify enterprise opportunities. It will provide them with transferable skills drawn from their knowledge and experience and develop their creativity and innovative thinking. It will develop their cultural capital by developing their professional sensibility by presenting themselves in a culturally appropriate way, as well as by developing their knowledge of cultural trends for business and entrepreneurial opportunities.

Key areas:

Developing New Products, Innovation Management and Strategy; Identifying and Solving Problems for a Sustainable Future with a Consumer-Centric Approach; Concept Generation, Development, Testing and Evaluation; Pitching Innovation and New Products; Launch and Market Testing; Innovation management throughout the whole product life-cycle; the circular economy and greener business.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand and critically interpret the role of innovation and new product development from a business and marketing perspective
2	Knowledge and Understanding	Apply the New Product Development process in the creation of a new product, which is innovative, customer-centric and sustainable
3	Intellectual, practical, affective and transferrable skills	Propose and pitch (present) an innovative business idea
4	Intellectual, practical, affective and transferrable skills	Work effectively in a team in a project development process

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	33	1-4	Workshops for team work (3 hours x2 weeks) Workshops (3 hours x 8 weeks) Pitch Presentations (3 hours x 1 week)
Student managed learning	117	1-4	Student Managed Learning Including time spent on online community and team meetings
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1,2,4	30 (%)	Fine Grade	30 (%)
Team tasks (1,000 word equivalent)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1-4	70 (%)	Fine Grade	30 (%)
Pitch (Presentation) of the final product with accompanying media – minimum Poster. 15 mins inc Q&A (2,000 words equivalent)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]