

Module code: MOD007231		Version: 5 Date Amended: 28/Oct/2025	
1. Module Title			
Play and Create			
2a. Module Leader			
Asma Rezaei			
2b. School			
School of Management at Anglia Ruskin University			
2c. Faculty			
Faculty of Business and Law			
3a. Level			
5			
3b. Module Type			
Standard (fine graded)			
4a. Credits			
30			
4b. Study Hours			
300			
5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module explores how playfulness can inspire creativity and drive innovation through structured ideation processes. You'll learn to apply entrepreneurial thinking to generate, evolve, and refine ideas from scratch. Through exposure to a variety of creativity tools including design thinking, improvisation and gamified techniques such as LEGO Serious Play; you'll engage in playful experimentation, iteration and feedback as you bring ideas to life. Working both independently and in collaboration with the entrepreneurial community, you will learn how to move from idea generation to concept testing and development. The module offers a practical and reflective journey through failure, risk taking and revision, preparing you to become adaptive, resilient thinkers in professional environments. Assessments are designed to develop your ability to conceptualise value, create a business or project idea and reflect on your development using academic and real-world insights. You'll be encouraged to think critically and reflectively, using evidence to inform your creative decisions and exploring how innovation can emerge through trial, error, and revision. This module equips you with transferable skills relevant to entrepreneurship, business innovation and creative problem solving in any professional context.

6b. Outline Content

Week 1: Introduction to Play and Create

Understanding playfulness as a driver for creativity and entrepreneurial thinking.

Week 2: Principles of Business Experimentation

Exploring how experimentation supports ideation and innovation.

Week 3: Gamification

Applying game design elements to innovation and business model development.

Week 4: Systems Thinking

Investigating interconnected systems and feedback loops in entrepreneurial ecosystems.

Week 5: Lean and Agile Thinking & Trial Trading (UBC)

Engaging in the UBC challenge to apply iterative and agile experimentation in real-time.

Week 6: Typology of Experimentation

Understanding different types of experiments in business and innovation settings.

Week 7: Business Experimentation Process

Focused on problem identification, ideation, and the early development of business models.

Week 8: Discovery and Ideation

Open Innovation Encouraging openness to external ideas and user-driven innovation.

Week 9: User Innovation

Exploring co-creation and how user insight shapes new product or service ideas.

Week 10: Managing Innovation and Creativity

Tools and strategies to lead creative teams and manage innovation pipelines.

Week 11: Creativity and the Business Model Canvas

Structuring and articulating ideas through visual business planning.

Week 12: Conclusion and Plenary

Final reflection, peer feedback, and preparation for assessments.

ARU Graduate Capitals Development

During this module, you will engage in learning experiences designed to develop your ARU Graduate Capitals, equipping you with the mindset, skills and confidence to thrive in creative and entrepreneurial contexts. Through hands on ideation, design thinking and reflective experimentation, you will build your **knowledge capital** by applying theoretical tools and innovation frameworks to generate, refine, and evaluate your ideas in meaningful ways. Collaborative work with peers and interactions with external stakeholders, including engagement in the Undergraduate Business Challenge (UBC), will enhance your cultural capital as you learn to communicate professionally, consider diverse perspectives and contribute constructively within varied teams. As you encounter feedback, failure and the need to revise your ideas, you will develop your **adaptability capital**, learning to embrace uncertainty and think flexibly in response to real-world challenges. Your **identity capital** will be strengthened through structured reflection in your practice log and ideation report, helping you to assess your personal growth, creative habits, and future aspirations as an entrepreneur or innovator. Finally, the module cultivates your **whole person capital** by blending emotional, cognitive and interpersonal learning encouraging you to take initiative, manage complexity, express ideas confidently and build your capacity to work effectively and ethically in both independent and collaborative environments. These integrated capitals prepare you to evolve into a resilient, self-aware and opportunity driven graduate.

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

None

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 the theoretical principles of entrepreneurial thinking and idea generation;
2	Knowledge and Understanding	Select and apply appropriate ideation techniques within a given scenario to support entrepreneurial creativity;
3	Knowledge and Understanding	Recognise and evaluate multiple perspectives and stakeholder insights during the ideation process;
4	Intellectual, practical, affective and transferrable skills	Create and develop an innovative idea suitable for further development and testing;
5	Intellectual, practical, affective and transferrable skills	Embrace and apply the concept of playfulness within the ideation process to explore creative solutions;
6	Intellectual, practical, affective and transferrable skills	Critically reflect on the progression of an idea through stages of trial, error and revision and demonstrate resilience in response to setbacks or challenges.

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	35	1-6	Lectures 11 x 1hr Workshops 12 x 2hr
Other teacher managed learning	30	1-6	Working with the entrepreneurial community and project work
Student managed learning	235	1-6	Online learning, wider reading, field notes, etc
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	40 (%)	Fine Grade	30 (%)
Coursework - Entrepreneurial Practice Log - Equivalent to 2400 words					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-5	60 (%)	Fine Grade	30 (%)
Coursework - Ideation Process Study - Up to 3600 words					

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]