BH2287 - DEVELOPING CREATIVITY AT WORK

Module Number: BH2287

Module Title: Developing Creativity at Work

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

1. **Staff Member Responsible for the Module:**

Dr Claudia Sacramento
Work & Organisational Psychology Group

South Wing, Room 8022, Extension 3272
Email: c.a.sacramento@aston.ac.uk

Availability: Please see office hours on door or group administrator, Jenny Thompson, SW8002, Extension 3257

Other Staff Contributing to the Module: None

2. **Pre-Requisite(s) for the Module:** None

3. **Module Learning Outcomes:**

On successful completion of the module students will be able to:

- Explain how creativity is the product of both individual and contextual factors
- Describe different academic approaches to the study of creativity
- Demonstrate knowledge and understanding of theoretical and research literatures on creativity and innovation at work
- Contrast how different leadership styles influence creativity
- Evaluate the extent to which work environments support or inhibit creativity and innovation
- Recommend courses of action to foster individual and team creativity

4. **Module Content:**

(subject to change)

- *Week 1*
  - *Module Introduction*
    Introduction to the module and the project
    Creativity and innovation key concepts and theories

- *Week 2*
    - *Individual drivers of creativity: personality, perception and attitudes, motivation*

- *Week 3*
    - *Contextual drivers of creativity*

- *Week 4*
    - *Teams and diversity in organisations part I*

- *Week 5*
    - *Teams and diversity in organisations part II*

- *Week 6*
    - *Leadership and creativity*

- *Week 7*
    - *The work environment for creativity*

- *Week 8*
    - *Developing a culture for creativity*

- *Week 9*
    - *Implementing/ managing innovation*

- *Week 10*
    - *Team creativity exercise*

- *Week 11*
    - *Revision*
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5. **International Dimensions:**

The importance of international issues such as ethnicity and minority dissent are explicitly addressed in the lectures on cross-cultural leadership, work force diversity, including individual and group creativity.

6. **Corporate Connections:**

The module will apply theories of creativity and apply this understanding to develop a greater understanding of the way organizations work.

7. **Method of Learning and Teaching:**

Method of Teaching:

Lectures to cover knowledge and understanding of theoretical and research literature.

Directed reading to cover knowledge and understanding of theoretical and research and to provide input for group project work.

Real life problem solving to enable application of skills to real issues in organizations.

b) Duration

Lectures	22 hours
Student class preparation	10 hours
Group work	15
Reading	18 hours
Revision	35 hours
Total	**100 hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback:

Assessment will be 70% exam based with a 1 hour exam, comprising two essay questions which students select from four possible questions, and 30% based on coursework. The course work consists of a group work assignment (collectively written report) involving the analysis of a case study.

By focusing on a broader range of topics the exam will require students to analyse and contrast different theories in the realm of creativity and innovation and to consider relevant empirical findings in order to address the questions.

By asking students to analyse a real situation and develop a plan to promote creativity and innovation the group work forces students to integrate the knowledge acquired and apply it to develop a solution that can promote employee creativity. Group discussions when developing this task will allow students to consolidate learning and exchange perspectives, promoting the successful achievement of the learning outcomes.

Group work:

- Maximum 2000 words
- Maximum 5 students per group, groups to be determined in class by week 2

- The group dimension of this task is of extreme importance as it is critical that students contrast and evaluate different individual approaches to the solution of this case.

- If any problems rise concerning the group assignment please bring these to the attention of the lecturer as early as possible.

- Students are required to keep records of group assessment in the form of notes from group meetings, to allow a full evaluation of contribution and effort. Such notes are of extreme importance

- Students have access to an arbitration system that gives them the opportunity to 'appeal' against allocations that are considered to be unfair by any member of the group. The Student Support Manager runs this system.

- Please consult the general information on the conduct of group assessment in the handbook for more details concerning workgroup.

The group assignment must be submitted with the signed group evaluation form (GROUP FORM 2).

The exact content of the group assignment will be announced in class. In addition to what is specified below the group assignment addresses skills in communication, decision-making, leadership and followership in a real work team setting.

The objectives of the group assessment are:

a) Apply the relevant frameworks discussed in class to analyse a specific innovation related problem

b) Develop a structured innovation plan to address the problem identified

Marking Criteria:

- Breadth and accuracy of your analysis. Breadth means using a wide range of theories and concepts [e.g. transactional leadership] introduced in this module and relate them with evidence from the case-study. Accuracy means using the right concepts to describe objectively what happened in the case study described
- Comprehensiveness of your innovation plan
- Extent to which your innovation plan is supported by theoretical positions and empirical results discussed in class
- Clear structure: headings but no subheadings and bullet points are allowed in the main part of the essay. Good flow of ideas.
- Line spacing should be 1.5; please use font size 12.
- Referencing.

Written feedback on coursework assignments will be provided within the 6 week turnaround time specified.

GROUP FORM 1

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Please fill in this form and hand it in by the third week in class

Group Members (max 5):

Name	**E-mail**	**Signature**

Person Chosen as Group Leader (if applicable)

Name	**E-mail**	**Signature**

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GROUP FORM 2

PLEASE COMPLETE AND ATTACH TO THE GROUP REPORT.

MODULE: GROUP:

(E,g. 100 means that the student will receive 100% of the Final Grade, 50 means the student will receive 50% of the Final Grade.)

Student Candidate No.	Contribution (%)

All group members contributed equally (Please Tick)

DATE: _____

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MODULE: GROUP:

Group Members Signatures (Should correspond to candidate numbers given above):