

Entrepreneurial Creativity for Scientists

Module Code:	CFS6012-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Chemistry and Biosciences
Subject Area:	Chemistry and Forensic Science (ceases 2016)
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Kevin Adams

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	24
Directed Study	76

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To build on the learning from the Enterprise and Commercialisation module in order to facilitate student led engagement with entrepreneurial planning.

To stimulate learning and the development of creative ideas through the application of theories relating to creative thinking and entrepreneurship.

To simulate the creative planning process that would be used in a business environment.

To model business planning through simulation and development of promotional ideas and/or materials.

Outline Syllabus

There are two major themes within this module: creative thinking and the means inventory, and entrepreneurial action. The first is designed to ensure students have a good understanding of their own and their group skills, knowledge, networks and how these can be applied in the generation of new ideas. The second theme of this module will concentrate on the concepts of entrepreneurship (causation, effectuation, bricolage) and how they can be applied. Students will develop their ability to work independently and in small groups. They will extend their literature searching, presentation and report writing skills in preparing a group/individual presentation, a group/individual report and a personal reflection.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 1. Evaluate and apply concepts of creative thinking.
 2. Discuss the key elements of causation, effectual action and bricolage and their importance in entrepreneurial activity.
 3. Understand how to use personal and group means inventories in initial venture concepts.
 4. Demonstrate how initial concepts can be developed into business plans.
- 2
 1. Understand and apply the concept of effectual action in entrepreneurial activity.
 2. Have developed a personal means inventory with the understanding of how to further develop and apply this knowledge.
- 3
 1. Demonstrate knowledge of strategies to work effectively in a team.
 2. Show the ability to develop strategies and promotional material for delivery of entrepreneurial ventures.
 3. Evaluate your own learning through personal reflection

Learning, Teaching and Assessment Strategy

A combination of seminars, student-led seminars, simulation exercises and student directed learning. The student led seminars will consist of an ideas lab, technology review and co-creative approaches to ideas development. Students will carry out research in small groups or individually and present their findings to the whole cohort. Entrepreneurial concepts will be assessed in presentation and report formats, an additional personal reflective essay completes the assessment.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	Presentation (15 minutes) supporting the proof of concept	0 hours	20%	No

		plan (assessment 001)			
Summative	Coursework	Submission of a group proof of concept plan for a new entrepreneurial venture of approx 1500 words.	0 hours	40%	No
Summative	Coursework	A reflective statement of approx 1500 words discussing issues relating to working in groups	0 hours	40%	No
Referral	Coursework	SUPPLEMENTARY ASSESSMENT: Essay (2000 words)	0 hours	100%	No

Legacy Code (if applicable)

CT-2024M

Reading List

To view Reading List, please go to [rebus:list](#).