Ollscoil Teicneolaíochta an Atlantaigh

Atlantic Technological University

COMM09001 2022
Creative Thinking and Opportunity Recognition

Mandatory Delivered in Stage 1 Semester 1

Full Title	Creative Thinking and Opportunity Recognition		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	09	ECTS Credits	10
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Sport Exercise & Nutrition		
Module Author	Lisa Ryan		
Co Authors	Maria McDonagh		

Module Description

This is an advanced module to provide thought leadership in creative thinking and opportunity recognition in relation to food venture creation.

Learning Outcomes
On completion of this module the learner will/should be able to:

1.	Demonstrate critical awareness of the creative thinking process and the range of tools and techniques used to stimulate creative thinking
2.	Critically analyse and understand the Irish and international food systems
3.	Evaluate their own place within the team work environment and recognize the optimal team dynamics required for venture creation
4.	Identify relevant problems in relation to venture creation and compare and contrast solutions created in a team context
5.	Develop an awareness of optimal presentation skills in the context of developing a business

Indicative Syllabus

Design thinking theory and practice
- customer empathy
- Body storming
- Story boarding
- Prototyping

Idea generation and selection.
- Theory of brainstorming
- Brainstorming techniques
- Idea evaluation techniques

Solution generation
- developing solutions to known challenges or problems
- team based techniques
- testing and validation of concepts

Team dynamics
- six hats theory
- Belbin and DeBono team theories

Host projects (with local food companies)
- real world scenario to practice various theory and practical skills
- Innovative and creative solution generation to a defined problem

Communications skills
- oral presentation techniques
- Written presentation formats and techniques
- Visual presentations (posters or prototypes)

Teaching and Learning Strategy

This module will use a mixed approach to its delivery and achievement of the learning outcomes.

Experiential Learning

This will engage the student in learning-by-doing scenarios in a challenging but safe environment.

Peer to peer learning

With effect facilitation the group dynamics will be nurture to promote a peer learning environment and a community approach to learning.

Lectures

Traditional style lecturing will be used but at a low proportion to the entire course content.

Facilitation

Effective facilitation of the group will drive a significant portion of the learning outcomes. The facilitators will guide and allow discussions, debates and student interactions to help the group achieve learning goals

Reflection

The practice of reflection will be common place in this programme to ensure the students are analyzing their relationship with the content and context of the programme

Assessment Strategy

Assessment Methodologies

The assessment of entrepreneurial thinking is difficult, and non-standard techniques are advocated in this proposal. There will be no terminal exams and other approaches will be applied.

Assessment strategy

Reflection documents

The reflection will be a detailed description of the students' insights in relation to the course topics. This is a personal reflection and therefore answers vary. Reflections would be normally graded on the pass or fail basis and this is the preferred method in this programme. The facilitators in charge of each module will complete grading.

Project report

In this module the students will engage on project work in a team. There will be a requirement to develop a written report on the project to describe the project methodologies and its outcomes and recommendations. This will be assessed on a percentage basis based on a marking scheme developed. The areas marked will be: Understandings of the host company and their problems, Innovations or solutions developed, relevance to the host company, report quality.

Project Presentations

In this module the students will be required to present the results of their project in a team. These presentations will be assessed on content, relevance and presentation skills. Marking in this assessment will be centered on presentation quality, use of visual aids and time keeping.

Continuous Assessment: 100% Pass mark 40%

End of Year Examination: None

Assessment Breakdown

Personal reflective document 40%

Group project presentation 20%

Group visual presentation 20%

Group written report 20%

Repeat Assessment Strategies

Students must obtain a mark of 40% to pass this module

If a student obtains a mark of between 35-39% they will be given the opportunity to resubmit the course work

Indicative Coursework and Continuous Assessment:		100 %		
Form	*Title*	*Percent*	*Week (Indicative)*	*Learning Outcomes*
Written Report/Essay	Personal Reflective Document	40 %	End of Semester	1,2,3,4,5
Group Project	Group Project Presentation	30 %	Week 7	2,3,4,5
Group Project	Group Written Report	30 %	Week 9	2,3,4,5

Part Time Delivery Mode Average Weekly Workload:			6.00 Hours		
Type	*Description*	*Location*	*Hours*	*Frequency*	*Weekly Avg*
Lecture	Lecture	Flat Classroom	1.5	Weekly	1.50
Practical	Group Work	Flat Classroom	3	Weekly	3.00
Tutorial	Reflective Discussion through Facilitation	Flat Classroom	0.5	Weekly	0.50
Tutorial	Tutorial	Flat Classroom	1	Weekly	1.00

Programme Membership

GA_SFIEG_S09 202200 Certificate in Food Innovation and Entrepreneurship (Special Purpose Award)