

COMM09001
Creative thinking and opportunity recognition

Full Title	Creative thinking and opportunity recognition		
Status	Uploaded to Banner	Start Term	2015
NFQ Level	09	ECTS Credits	10
Module Code	COMM09001	Duration	Semester - (13 Weeks)
Grading Mode		Department	Physical & Life Sciences
Module Author	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. A critical awareness of the creative thinking process and the ability to demonstrate a range of tools and techniques used to stimulate creative thinking
2. The ability to Critically analyse and understand the Irish and international food systems
3. Evaluate their own place within team work environment and recognize the optimal team dynamics required for venture creation
4. Identify relevant problems in relation to venture creation through 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

	Learning Outcomes	Principle Teaching technique
Knowledge	<p>The ability to Critically analyse and understand the Irish and international food systems</p> <ul style="list-style-type: none"> - Food production - Food waste systems - Markets - Distribution <p>Design and implement Lean start up principles and evaluate in the context of a food venture start-up</p> <ul style="list-style-type: none"> - Venture development and testing - Step start techniques - Minimum viable product and Prototyping <p>Obtain an understanding of customer</p>	<p>Lectures Group facilitation</p> <p>Lectures Experiential learning Reflection</p>

	<p>development for food businesses and be able to develop insights into the customer development process</p> <ul style="list-style-type: none"> - Customer identity - Market sizing - Get keep grow customers <p>Have an awareness of food business creation dynamics and the have the ability to generate Food Business models and critically analyses business model strengths and weaknesses</p> <ul style="list-style-type: none"> - Develop and testing business models - External business model factors <p>Have the ability to create new food business concepts or the ability to nurture business concepts in other people</p> <ul style="list-style-type: none"> - Market identification - Product testing - Prototyping <p>Have an awareness and insights of personal, interpersonal and professional entrepreneurial traits</p> <ul style="list-style-type: none"> - Soft skills development - Team dynamics - Resilience 	<p>Lectures</p> <p>Experiential learning</p> <p>Reflection</p> <p>Peer to peer</p> <p>Lectures</p> <p>Experiential learning</p> <p>Peer to peer</p> <p>Experiential learning</p> <p>Facilitation</p> <p>Reflection</p> <p>Facilitation</p>	
Know-how	<p>Evaluate customer discovery techniques</p> <ul style="list-style-type: none"> -Understanding customers -Empathy mapping -Value proposition development - Surveying - Customer interviews - Ethnography <p>Have a working understanding of the various business model and lean start up tools and through there use have the ability to create insights and interpretations for a venture creation process</p> <ul style="list-style-type: none"> - Product market fit 	<p>Lectures</p> <p>Peer to peer</p> <p>Experiential learning</p>	

- Market validation	Lectures
- Business model adaptation	Reflection
- Business model canvas	
Have a deep understanding of marketing principles for venture creation process undertaken in isolation and with limited resources and Design and implement marketing strategies in the uncertain context of business creation	
- PR campaigns	
- Low budget marketing	
- Social media	Peer to peer
- Venture community building	Lectures
Develop insights into brand awareness and have the ability to Formulate Brand strategies and prepare plan for brand development	
- Brand communication	
- Brand strategy	
- Personal brand management	
Evaluate options for advanced product design and testing	Lectures
- Food innovation	Experiential learning
- Food science	
- Novel packaging techniques	
Interpret food law, HACCP and Hygiene standard and apply to product	
- Food labeling	Lectures
- Food production systems	Tutorials
- Allergen control	
- HACCP Implementation	
Create the ability to interpret basic financial modeling for new food ventures and have the ability to conduct financial planning, control and pricing.	Lectures workshops
- Profit and loss interpretation	
- Cash flows interpretation	
- Reading Balance sheets	
- Product pricing	
Have a critical understanding of business planning and business plans and to develop insights into their application and development	Lectures Workshops Tutorials
- Creating a business plan	
- Utilising state supports	
- Resource planning	

	<p>Propose and plan advanced prototyping and testing</p> <ul style="list-style-type: none"> - Product testing 	<p>Lectures Workshops tutorials</p> <p>Lectures Tutorials</p>
Competence	<p>Problem solving ability through a range of tools and thinking techniques</p> <ul style="list-style-type: none"> - Analytical thinking - Problem recognition - Idea generation - Idea selection <p>Have a systematic knowledge of design thinking as a tool to developing products or services</p> <ul style="list-style-type: none"> - Customer empathy - Design based thinking - Design innovation <p>A critical awareness of the creative thinking process and the ability to demonstrate a range of tools and techniques used to stimulate creative thinking</p> <ul style="list-style-type: none"> - idea generation - idea selection - Lateral thinking <p>Analyse team work skills and apply analysis to own business, personal or inter-personal situations</p> <ul style="list-style-type: none"> - leadership - skills recognition - team management - team selection <p>Develop an awareness of optimal presentation skills in the context of developing a business</p> <ul style="list-style-type: none"> - presentation planning 	<p>Facilitation and reflection</p> <p>Peer to peer</p> <p>Workshop Reflection Experiential learning</p> <p>Reflection and facilitation</p> <p>Experiential learning</p>

- presentation techniques	reflection
- audience empathy	
Analyse emotional intelligence and empathy and use a self-evaluation instrument	
- self awareness	Reflection and facilitation

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	Personal Reflective Document	40 %	Week 4	1,2,3,4,5
Group Project	Group Project Presentation	20 %	Week 7	2,3,4,5
Group Project	Group Visual Presentation	20 %	Week 6	3,4,5
Group Project	Group Written Report	20 %	Week 7	2,3,4,5

Part Time Delivery Mode Average Weekly Workload:			8.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	1.5	Weekly	1.50
Practical	Group Work	Flat Classroom	5	Weekly	5.00
Tutorial	Reflective Discussion through Facilitation	Flat Classroom	.5	Weekly	0.50
Tutorial	Tutorial	Flat Classroom	1	Weekly	1.00

Literary Resources

- Lateral Thinking by Edward de Bono
- Outliers – the story of Success by Mathew Galdwell
- Serious Creativity – Edward de Bono
- Six hats thinking – Edward de Bono
- The Creative Habit by Twyla Tharp
- Thinking fast and slow by Daniel Kahneman

Programme Membership

GA_SFIEG_S09 201500 Certificate in Food Innovation and Entrepreneurship