



## Course Descriptor PROA016 Creative Products and Business Models I & II

<b>Proposed Academic Year</b>	2020-2021	<b>Last Reviewed Academic Year</b>	2019-2020
<b>Course Code</b>	PROA016	<b>Course Title</b>	Creative Products and Business Models I & II
<b>Credit hours</b>	6	<b>Level of study</b>	Undergraduate
<b>College / Centre</b>	COBA	<b>Department</b>	Team Entrepreneurship
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	None

### 1. COURSE OUTLINE

This course introduces students to the practical elements of innovation and creativity in entrepreneurship, to help students generate and assess innovation ideas and eventually business models. The course provides students with deep insights on creating and developing new products or services, generate and evaluate ideas, design thinking and developing effective business models.

### 2. AIMS

The course aims to equip students with the necessary knowledge and skills to develop innovative ideas and turn them into business models and profitable products or services

### 3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
Upon successful completion of this course, students will be able to:		
1. Ability of generating and testing innovative ideas	Attend seminars and Dialogue	Presentations within team
2. Understand the requirements of producing goods or services	Attend seminars and Dialogue	Dialogue
3. Ability to translate innovative ideas into business models	Project write up	Write up of project and Presentations

### 4. ASSESSMENT WEIGHTING

<b>Assessment</b>	<b>Percentage of final mark (%)</b>
Dialogue	50
Project	30
Seminars	20
<b>TOTAL</b>	<b>100%</b>



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**5. ACHIEVING A PASS**

Students will achieve **6** credit hours for this course by passing all of the course assessments and achieving a **minimum overall score of 50%**

***NB \*Ensure that ALL learning outcomes are taken into account***

**6. COURSE CONTENT (Indicative)**

Introduction to Creative Products and Business Models

Dialogue

Dialogue

Dialogue Books reading

Dialogue Books reading

Seminars and dialogue

Seminars and dialogue

Seminars and dialogue

Dialogue

Dialogue

Report on project and dialogue

Report on project and dialogue

Final Report on Semester and dialogue

Presentation

Dialogue: What is learnt during the semester

**TOTAL HOURS**

**96**

Plus **RECOMMENDED INDEPENDENT STUDY HOURS**

**96**

**TOTAL COURSE HOURS**

**192**

**7. RECOMMENDED REFERENCES**

**Core text/s:**

Osterwalder, A and Pigneur, Y; Business Model Generation, Alexander Oster & Yves Pigneur Publishers', 2009

**Library + online resources:**



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**Open Educational Resources:**

<https://open.umn.edu/opentextbooks/textbooks/developing-new-products-and-services>