

# IL438-15 Creating Digital Futures

**22/23**

**Department**

Institute for Advanced Teaching and Learning

**Level**

Undergraduate Level 4

**Module leader**

Isabel Fischer

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The module offers Warwick students the opportunity to work in diverse interdisciplinary teams in response to a digital innovation competition brief set by Warwick's incubator 'Creative Features' in partnership with the Student Enterprise Fund. Teams will have the option to apply post-module to a global external competition (e.g. set by Microsoft, Google, Finastra, etc.). So that students can meet the learning outcomes we will explore principles and tools, such as applying principles of design thinking (using the d.school approach), the EU ethics framework, Systems Models of Creativity, the Automation – Augmentation Paradox Theory, AI principles and Tuckman's model for teamwork.

### Module aims

The modules aims to

- Provide students with the skills and support required to work as an interdisciplinary team to develop an innovative idea/product.
- Provide students with a context (the brief set by Warwick's incubator 'Creative Features' in partnership with the Student Enterprise Fund) in which to focus and realise their innovative idea/product.
- Encourage students to evaluate their proposal/tool in the wider ESG (Environmental, Social and Governance) context, including policy and regulation.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Introduction
2. Ideating and prototyping a digital innovation in response to a brief
3. Developing a digital innovation and checking for feasibility
4. Effective project management
5. Storytelling with data
6. Design and Arts
7. Ethics & reflecting on the impact on stakeholders and the digital ecosystem
8. Working as a diverse and interdisciplinary team on digital innovation
9. Presentations
10. Writing an effective individual assessment

## Learning outcomes

By the end of the module, students should be able to:

- Understand the objectives of the digital innovation competition(s) that students can apply for
- Work collaboratively to invent or conceptualise a digital innovation, by demonstrating being both an effective leader and an effective follower
- Present an idea convincingly with the audience in mind
- In-depth analysis and critical reflection on the impact that a digital innovation can have on other stakeholders and the digital ecosystem, including issues of sustainability, ethics and governance
- Critically evaluate the experience of interdisciplinary team work, by recognising the complexities of processes and inter human relationships, recognising both the impact the students have on others, and others have on them

## Indicative reading list

- Christensen, C. M., Raynor, M. E. and McDonald, R. (2015) 'What Is Disruptive Innovation?', *Harvard business review*, 93(12), pp. 44–53. Available at: <https://hcfiforstartups.org/wp-content/uploads/2021/10/What-Is-Disruptive-Innovation.pdf>
- Fischer, I., Beswick, C. and Newell, S. (2020) 'Rho AI - Leveraging AI to address climate change: financing, implementation and ethics', *The Journal of Information Technology Teaching Cases*. Available at: <http://wrap.warwick.ac.uk/141723/> and <https://journals.sagepub.com/doi/full/10.1177/2043886920961782>
- Foster, M. K. (2021) 'Design Thinking: A Creative Approach to Problem Solving', *Management Teaching Review*, 6(2), pp. 123–140. doi: 10.1177/2379298119871468.
- Hjalmarsson, A., Juell-Skielse, G, and Johannesson, P., 2017, *Open Digital Innovation A Contest Driven Approach Progress*, Springer
- Jobin, A., Ienca, M. and Vayena, E. (2019) 'The global landscape of AI ethics guidelines', *Nature Machine Intelligence*, 1(9), pp. 389–399. doi: 10.1038/s42256-019-0088-2.

- Katsamakas, E.; Miliareisis, K.; Pavlov, O.V. Digital Platforms for the Common Good: Social Innovation for Active Citizenship and ESG. *Sustainability* 2022, 14
- Levy, J., 2021, *UX Strategy: How to Devise Innovative Digital Products that People Want*, 2nd ed., O'Reilly Media
- Mersino, C., 2015, *Agile Project Management*, Vitality Chicago
- Micheli, P. et al. (2019) 'Doing Design Thinking: Conceptual Review, Synthesis, and Research Agenda', *Journal of Product Innovation Management*, 36(2), pp. 124–148. doi: 10.1111/jpim.12466.
- Nadkarni, S. and Prügl, R. (2020) 'Digital transformation: a review, synthesis and opportunities for future research', *Management Review Quarterly*. doi: 10.1007/s11301-020-00185-7.
- Rahwan, I. et al. (2019) 'Machine behaviour', *Nature*, 568(7753), pp. 477–486. doi: 10.1038/s41586-019-1138-y.
- Raisch, S. and Krakowski, S. (2020) 'Artificial Intelligence and Management: The Automation-Augmentation Paradox', *Academy of Management Review*, pp. 192–210. Available at: <https://0-search-ebSCOhost-com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&db=bth&AN=148105785&site=bsi-live>.
- Sharp, H., Preece, J., & Rogers, Y., 2019, *Interaction Design: Beyond Human-Computer Interaction*, 5th Edition, Wiley
- Stevenson, R., McMahon, S.R., Letwin, C. et al. Entrepreneur fund-seeking: toward a theory of funding fit in the era of equity crowdfunding. *Small Bus Econ* (2021). <https://doi.org/10.1007/s11187-021-00499-0>
- Talafidaryani, M., Jalali, S. M. J. and Moro, S. (2021) 'Digital transformation: Toward new research themes and collaborations yet to be explored', *Business Information Review*, 38(2), pp. 79–88. doi: 10.1177/0266382120986035.
- Verhoef, P. C. et al. (2021) 'Digital transformation: A multidisciplinary reflection and research agenda', *Journal of Business Research*, 122, pp. 889–901. doi: 10.1016/j.jbusres.2019.09.022.
- Yong K, Sauer SJ, Mannix EA. Conflict and Creativity in Interdisciplinary Teams. *Small Group Research*. 2014;45(3):266-289

## Research element

Students will be exposed to design thinking, systems models of creativity and innovation, user interaction design and other related theories and frameworks that we will revisit throughout the term. The module will challenge students to transfer these theories into practice and/or developing new theories / concepts while considering. The final assessment will challenge students to evaluate their group's interdisciplinary team work and their specific digital innovations through the lens of the theories they have been exposed to, including ethical frameworks.

## Interdisciplinary

Students will be working in interdisciplinary teams, supported by staff from many disciplines in response to a brief set by Warwick's incubator 'Creative Features' in partnership with the Student Enterprise Fund

## Subject specific skills

Acquire practical skills related to developing a digital innovation concept, prototyping and pitching the idea to investors.

Develop design and ideation skills with an ethical framework in mind.

Transfer of theories into practice and/or developing new theories / concepts.

## Transferable skills

Working as part of an interdisciplinary team

Effective project management

Effective communication of an idea/concept

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## Study

### Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	10 sessions of 1 hour (7%)
Other activity	40 hours (27%)
Private study	20 hours (13%)
Assessment	60 hours (40%)
Total	150 hours

### Private study description

Working on independent tasks as part of an interdisciplinary team

Research into the theories and frameworks introduced

Working towards the individual assessed component

### Other activity description

Students working together as an interdisciplinary team without lecturers present.

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

## Assessment group A

	<b>Weighting</b>	<b>Study time</b>
Group presentation of the pitch	30%	20 hours
A group presentation of the pitch, i.e. of the proposal in response to a competition. The group will be assessed as a group but there will be an opportunity for peer reflection to inform an individual's final grade. This is intended to ensure that work is divided equitably across all members of the group and each group member has the same opportunities to contribute.		
Individual critical reflection	70%	40 hours
An individual critical reflection written as a scholarly blog		

## Assessment group R

	<b>Weighting</b>	<b>Study time</b>
Individual critical reflection (reassessment)	100%	
An individual critical reflection written as a scholarly blog		

## Feedback on assessment

Oral and written feedback for the Presentation.

Individual written feedback for the Individual critical reflection

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## Availability

## Courses

This module is Optional for:

- All integrated Masters students (with home departmental approval, if required)