

# IB3H5-15 Images of Creativity

**26/27**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Rachel Dickinson

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This ten-week interdisciplinary module, based in the Entrepreneurship and Innovation Group at Warwick Business School, explores creativity as a practical and transferable capability.

Responding to employer demand for graduates who can think creatively and work effectively with complexity and uncertainty, the module examines how creativity operates in practice across professional, cultural, and organisational contexts. Students engage with key theories of creativity, past and present, using them as tools to analyse and reflect on creative practice across disciplines.

Learning on the module is interactive and experiential, involving encounters with creative people, places, and practices across the University, including studios, laboratories, and public spaces. Through collaborative activity, experimentation, and reflective practice, students develop creative and analytical thinking, adaptability, and professional skills aligned with the core Warwick Business School graduate outcomes:

creative and analytical thinking;  
interdisciplinary and systems thinking;  
collaboration and communication;  
adaptability and learning agility;  
reflective self-awareness; and

professional employability.

Collectively, these outcomes support students' preparedness for contemporary business, innovation, leadership, and entrepreneurial contexts.

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision.

Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[Module web page](#)

## **Module aims**

This module is designed to:

**Position creativity as practice**

Frame creativity as a dynamic, relational, and situated process rather than a fixed trait, enabling students to understand creativity as something developed through action, collaboration, and reflection.

**Integrate theory with lived experience**

Enable students to engage with key theories of creativity and use them as analytical tools to interpret, question, and inform creative practice across disciplines and professional contexts.

**Support interdisciplinary and systems thinking**

Encourage students to work across disciplinary boundaries, integrating multiple perspectives and understanding creativity within complex organisational, cultural, and social systems.

**Embed critical reflection**

Create structured opportunities for students to challenge inherited assumptions about creativity, including questions of value, power, authorship, and recognition, through sustained reflective practice.

**Develop employability capabilities**

Equip students with transferable skills valued by employers, including creative problem-solving, adaptability, collaboration, communication, and the ability to work productively with uncertainty.

**Foster reflective and responsible practitioners**

Support students in developing self-awareness, ethical sensitivity, and responsibility in creative decision-making, preparing them for leadership, innovation, and professional practice.

## **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.

An outline of the syllabus includes:

Creativity (in theory)  
Creative Contexts  
Curiosity  
Systems Thinking for Creative Practice  
Introducing your assessment  
Creative Processes  
Creativity and Failure  
Creative by Design  
Creating and Changing Values  
Creative Futures

## Learning outcomes

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

- Demonstrate a critical understanding of key theories and concepts of creativity, including historical and contemporary perspectives, and explain how these theories conceptualise creativity across different disciplines and contexts.
- Explain how creativity operates as a situated and relational process, shaped by cultural, social, organisational, and disciplinary factors, rather than as a fixed or purely individual attribute.
- Evaluate competing assumptions and debates about creativity, including questions of value, power, authorship, and recognition, and assess how these debates influence creative practice in academic, professional, and organisational settings.
- Analyse and synthesise diverse perspectives on creativity, integrating theoretical, disciplinary, and experiential knowledge to develop informed and original interpretations of creative practice.
- Critically evaluate assumptions, frameworks, and claims about creativity, including their limitations and implications across different cultural, organisational, and professional contexts.
- Apply critical and creative reasoning to complex, ambiguous problems, generating and assessing alternative approaches while making reasoned judgements under conditions of uncertainty.

## Indicative reading list

[Reading lists can be found in Talis](#)

## Interdisciplinary

The module is interdisciplinary in nature designed to:

- help students to grasp abstract and complex ideas from a range of disciplines (= transdisciplinary), and to reflect in order to synthesize these (= interdisciplinary) into a rounded intellectual and creative response.
- help students understand the symbiotic potential of traditionally distinct disciplines.
- engage students fully with active learning.

- enhance and consolidate students' academic and research abilities, while also stimulating participation, teamwork and collaboration, creating a pool of transferable skills that students can acquire and practise.
- stimulate collaboration amongst themselves and across various disciplines through group work and embodied learning
- make connections between their own discipline/s and the object of study
- make productive links between theoretical ideas and creative practical applications

The module examines and illuminates 'Creativity' through a variety of approaches from different disciplines and in practice. A rich practical and pluralistic appreciation of 'Creativity' will be relevant to all Warwick graduates in their personal and professional lives.

## **Subject specific skills**

1. Apply theories of creativity to analyse and inform creative practice, using appropriate conceptual frameworks to interpret creative processes, practices, and outcomes across different disciplinary and professional contexts.
2. Engage in creative experimentation and inquiry, employing methods such as observation, making, dialogue, and reflection to explore and develop creative ideas in response to open-ended challenges.
3. Document, articulate, and critically reflect on creative processes, demonstrating the ability to make creative thinking visible through appropriate formats and to evaluate how ideas evolve through practice, collaboration, and context.

## **Transferable skills**

1. Communicate creative ideas, processes, and insights effectively, using appropriate modes and formats to address different audiences and professional contexts.
2. Work collaboratively and responsibly with others, contributing to shared creative tasks, negotiating ideas, and engaging constructively with feedback relating to own individual assignment.
3. Demonstrate reflective self-management, including the ability to monitor personal learning, respond to feedback, and adapt approaches in response to challenge, uncertainty, and change.

## **Study**

## **Study time**

<b>Type</b>	<b>Required</b>
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

## Private study description

Private Study.

## Costs

No further costs have been identified for this module.

## Assessment

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

### Assessment group A8

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Assessment component</b>			
Individual Assignment Film (6min) + 2000 words	90%	65 hours	Yes (extension)
<b>Reassessment component is the same</b>			
<b>Assessment component</b>			
Participation	10%	8 hours	Yes (extension)
<b>Reassessment component</b>			
Individual Assignment Replaces Participation			Yes (extension)

## Feedback on assessment

Feedback will be provided via my.wbs.

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## Availability

### Courses

This module is Optional for:

- Year 4 of UIBA-NN02 BSC International Management with Marketing
- Year 3 of UIBA-NN01 BSC Management with Marketing
- Year 4 of UIBA-NN03 BSC Management with Marketing (With Placement Year)
- Year 4 of UECA-L1N3 BSc Economics and Management with Placement Year
- UIBA-N20B BSc in Management
  - Year 3 of N20B Management
  - Year 3 of N20B Management
  - Year 3 of N23K Management with Accounting
  - Year 3 of N234 Management with Digital Business
  - Year 3 of N235 Management with Entrepreneurship
  - Year 3 of N232 Management with Finance
  - Year 3 of N252 Management with Marketing
  - Year 3 of N23L Management with Strategy and Organisation
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
  - Year 5 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
  - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
  - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
  - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
  - Year 4 of N401 Accounting and Finance (Placement)
  - Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-VEU Undergraduate EU Visiting
- Year 3 of UECA-L1N2 Undergraduate Economics and Management
- Year 3 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)

- UIBA-N20F Undergraduate International Management
  - Year 4 of N20F International Management
  - Year 4 of N20F International Management
  - Year 4 of N20S International Management (with Accounting)
  - Year 4 of N20T International Management (with Chinese)
  - Year 4 of N20P International Management (with Entrepreneurship)
  - Year 4 of N20M International Management (with Finance)
  - Year 4 of N20U International Management (with French)
  - Year 4 of N20L International Management (with Marketing)
  - Year 4 of N20V International Management (with Spanish)
  - Year 4 of N20W International Management (with Strategy and Organisation)
  - Year 4 of N20N International Management with Digital Business
  - Year 4 of N20E Management (with Foundation Year)
  - Year 4 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
  - Year 5 of N220 International Management (with Foundation Year)
  - Year 5 of N221 International Management with Accounting (with Foundation Year)
  - Year 5 of N226 International Management with Chinese (with Foundation Year)
  - Year 5 of N223 International Management with Digital Business (with Foundation Year)
  - Year 5 of N224 International Management with Entrepreneurship (with Foundation Year)
  - Year 5 of N222 International Management with Finance (with Foundation Year)
  - Year 5 of N227 International Management with French (with Foundation Year)
  - Year 5 of N225 International Management with Marketing (with Foundation Year)
  - Year 5 of N228 International Management with Spanish (with Foundation Year)
  - Year 5 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
  - Year 5 of N20J Management (Foundation Year and Placement)
  - Year 5 of N20K Management (Foundation Year and UPP)
  - Year 5 of N23H Management with Digital Business (with Foundation Year and Placement Year)
  - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
  - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
  - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 4 of N20E Management (with Foundation Year)
  - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
  - Year 4 of N23M Management with Accounting (with Foundation Year)
  - Year 4 of N23E Management with Digital Business (with Foundation Year)
  - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)

- Year 4 of N23D Management with Finance (with Foundation Year)
- Year 4 of N252 Management with Marketing
- Year 4 of N254 Management with Marketing (with Foundation Year)
- Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
  - Year 4 of N20M International Management (with Finance)
  - Year 4 of N20B Management
  - Year 4 of N20D Management (Undergraduate Partnership Programme)
  - Year 4 of N20C Management (with Placement Year)
  - Year 4 of N20Q Management with Accounting (with Placement Year)
  - Year 4 of N236 Management with Digital Business (with Placement Year)
  - Year 4 of N235 Management with Entrepreneurship
  - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
  - Year 4 of N232 Management with Finance
  - Year 4 of N233 Management with Finance (with Placement Year)
  - Year 4 of N253 Management with Marketing (with Placement Year)
  - Year 4 of N23L Management with Strategy and Organisation
  - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- UIOA-VOS Undergraduate Overseas Visiting
  - Year 1 of UVOS Undergraduate Overseas Visiting
  - Year 1 of UVOS Undergraduate Overseas Visiting
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Open to all courses external to WBS
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