

IB9CV-15 AI Innovation Hackathon: From Problem to Prototype

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Noni Symeonidou

Credit value

15

Module duration

2 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module aims to develop a greater understanding of how to foster an innovative work environment.

[Module web page](#)

Module aims

This module aims to enable students to apply innovation principles in real-world contexts through an intensive, hackathon-style learning experience. Students will work on live challenges and develop AI-driven solutions that address meaningful economic and social problems.

Students will engage with and apply the core stages of the innovation process — search, select, implement, and capture value — moving from opportunity identification to the development of a functional prototype and competitive pitch. The module emphasises learning through action, experimentation, and iteration in a fast-paced, team-based environment.

Working in multidisciplinary teams, students will demonstrate the ability to design, develop, and test AI-enabled solutions under time constraints. Through engagement with mentors from industry,

students will analyse real-world feedback and adapt their solutions accordingly, gaining insight into entrepreneurial and investor perspectives.

The module supports the development of key employability skills. Students will demonstrate capabilities in teamwork, leadership, problem-solving, and communication, and apply tools for rapid prototyping and pitching relevant to innovation and venture contexts.

Alongside the team-based hackathon experience, students will critically evaluate their individual contribution, decision-making, and learning, reflecting on their development as innovators operating under uncertainty.

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.

Why innovation matters in contemporary economies and organizations

Understanding Innovation: Types and Perspectives

The Innovation Journey: Stages and Frameworks

Drivers and Barriers to Innovation Success

Innovation Search Strategies

Strategy and Innovation

Value capture and innovation diffusion

Harnessing External Knowledge for Innovation

Learning outcomes

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

- Appreciate the importance of innovation for individuals, organisations, the economy and society
- Demonstrate a broad understanding of the innovation process, its stages and explore the main models of innovation
- Demonstrate a deep understanding of the sources of innovation and the role of user innovation in new product and service development
- Demonstrate insight into business modelling and crowdfunding for innovation, and the different growth strategies used to make recommendations with regards to innovation diffusion
- Think critically about the innovation process, including the application of AI in real-world problem solving
- Demonstrate diagnostic, analytical and problem-solving skills, particularly in fast-paced, team-based (hackathon-style) environments

Indicative reading list

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

Research element

Students conduct secondary and primary research to identify and justify a real unmet need, market gap, or emerging trend. They also conduct interviews with users/consumers. Students collect data (in the form of surveys, informal user testing, competitor benchmarks) to validate their assumptions about desirability, feasibility, or viability of innovation. And they integrate the findings into their crowdfunding campaign and/or video

Interdisciplinary

Innovation requires the integration of ideas and methods from multiple disciplines. This module supports interdisciplinary learning by encouraging students to combine insights from business, design, technology, and social sciences to develop and communicate their innovation

International

This module incorporates international dimensions in several ways. Students work in diverse, multicultural teams, reflecting the global nature of innovation practice and encouraging cross-cultural collaboration. The challenges addressed in the module—such as sustainability, digital transformation, and inclusion—are inherently international, and students are encouraged to consider how their solutions might scale across borders or adapt to different cultural and regulatory contexts. By simulating a global crowdfunding environment, the module also develops students' ability to communicate innovative ideas to international audiences, preparing them for innovation in a globally connected world

Subject specific skills

Apply the fundamental concepts and analytical tools of innovation management to identify and evaluate opportunities for innovation

Research, develop, evaluate and clearly communicate a new product or service in an effective and compelling manner

Effectively search, gather and utilise information and knowledge, including external sources

Evaluate the main mechanisms to capture value from innovation

Transferable skills

Demonstrate written skills in business presentation and communication

Study

Study time

Type	Required
Lectures	24 sessions of 1 hour (16%)
Practical classes	(0%)
Other activity	6 hours (4%)
Private study	48 hours (32%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

6 x 1 hr F2F workshops

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 A9

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	100%	72 hours	Yes (extension)
Individual Assignment (15 CATS)			

Reassessment component is the same

Feedback on assessment

via my.wbs

Availability

Anti-requisite modules

If you take this module, you cannot also take:

- IB9JZ-15 Entrepreneurship and Business Venturing
- IB9LG-15 Creating Digital Futures and Connected Communities
- IB92E-15 Entrepreneurship and Business Venturing

Courses

This module is Optional for:

- Year 1 of TIBS-NI01 Business Analytics and Artificial Intelligence
- Year 1 of TIBS-H60Z MSc Financial Technology
- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)
- Year 1 of TIBS-N2N3 Postgraduate Taught Management
- Year 1 of TIBS-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation