Prifysgol **Wrecsam**
Wrexham University

Module specification

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Module Code	ONL704
Module Title	Integrated Communications
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100813
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MBA (Online)	Core
MBA Human Resource Management (Online)	Core
MBA Marketing (Online)	Core
MBA Finance (Online)	Core
MBA Project Management (Online)	Core
MBA Health Management (Online)	Core
MBA Entrepreneurship (Online)	Core
MBA Big Data (Online)	Core
MBA Cyber Security (Online)	Core
MBA Psychology (Online)	Core

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	**15** hrs
Placement hours	0 hrs
Guided independent study hours	135 hrs
Module duration (Total hours)	150 hrs

Module aims

This module will provide you with a theoretical understanding and critical appreciation of the nature and context of change, creativity and innovation, and will explore the relationship between those areas to support successful organisational change, from both internal and external contexts. You will also develop your critical thinking in management processes needed to facilitate change, creativity and innovation from a cultural perspective.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Design and operationalise a change management model from a critical perspective
2	Critically evaluate the impact of organizational change on people and propose solutions to the way this can be managed
3	Contribute to the introduction and effective development of organizational creativity

Assessment

Indicative Assessment Tasks:
This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

Summative Assessment

Assessment 1:

You are to write a critical evaluation of the value of innovation within a business context, based on an organisation of your choice. Your critical evaluation must include peer reviewed academic sources as part of your evaluation analysis, and you must present a reference list. References are not included in your word count.

Assessment 2:

Building on findings from assignment 1 (LO1), you are to critically discuss how businesses manage change and adapt to innovation. As part of the report, you will then consider sustainable and disruptive innovation and critically analyse their role in business and the

impact innovative and creative change has on a business's ability to adapt to future trends. Your report must include peer reviewed academic sources, and you must present a reference list. References are not included in your word count.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1	Written Assignment	800	40%	N/A
2	2, 3	Written Assignment	1,200	60%	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the six-week period of the module.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a help-line for additional support and chat facilities through Canvas for messaging and responding.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

Landscape and Process of Innovation
People and Change
Change Management Models
Sustainable and Disruptive Innovation
Promoting New Ideas at Work
Encouraging Creative Processes Forms and Levels of Innovation
Future Trends

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Dawson, P., Andriopoulos, C. and Pattinson, S. (2025), Managing Change, Creativity & Innovation. 5th edition ed. London ; Thousand Oaks, California ; New Delhi ; Singapore: Sage.

Giang, H.T.T. and Dung, L.T. (2025), 'Sharing Economy and Retailer Sustainable Performance: The Mechanisms Via Business Model Innovation and Digital Capabilities', Journal of Innovation and Entrepreneurship, Vol.14, No.1, pp. 1–33. DOI: 10.1186/s13731-025-00492-x.

Hidrobo-Morales, J.T., Marcillo-Delgado, J.C. and García-Carrillo, A. (2025), 'Mapping of Innovation as Instrument for Business Enhancement: A Bibliometric Review', Journal of Open Innovation, Vol.11, No.1, pp. 100454–18. DOI: 10.1016/j.joitmc.2024.100454.

Popescu-Zorica, A. (2025), 'Building Internal Innovation Capacity in Large Enterprises: A Strategic Imperative', Business Excellence and Management, Vol.15, No.1, pp. 85–96. DOI: 10.24818/beman/2025.15.1-06.

Other indicative reading:

Aagaard, A. (2024), Business Model Innovation Game Changers and Contemporary Issues. 2024. ed. Cham: Springer International Publishing.

Administrative Information

For office use only	
Initial approval date	25/01/2019
With effect from date	06/03/2019
Date and details of revision	07/2019 Additon of programme titles 06/2020 Additon of programme titles 01/2026 AM2 Modification to assessment strategy and updates to module aims, syllabus and bibliography
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