UCD Professional Diploma in Creativity, Innovation and Leadership
Course Prospectus

Overview	**Leading Through Innovation**
	To navigate disruptive challenges such as Brexit, the 'War for Talent' and the Fourth Industrial Revolution, today's leaders require the mindset and skill-set to adapt to change, seize opportunity and drive innovation in their workplace in order to stay competitive and resilient.
	This Professional Diploma in Creativity, Innovation and Leadership is awarded by University College Dublin. It offers a carefully constructed challenge based learning experience that will contribute to a mind-set change and equip current middle to senior managers, and those looking to upskill, with the creativity and leadership to drive innovation within the workplace across any industry or sector. Throughout the final module (Professional Practice) participants will apply their learning in their own context to initiate a change project of value to their workplace.
	This course is designed to equip participants with the skills that will help them to become a recognised champion for innovation. It is expected that all participants will see a progression in their career.
Learning Objectives	The curriculum consists of carefully constructed challenges and projects which enable participants to see improvements in a range of core competencies regardless of their starting point or prior experiences.
	Participants on the UCD Professional Diploma in Creativity, Innovation and Leadership will:
	● Develop a toolkit of techniques to problem-solve and innovate in an increasingly unpredictable environment; ● Apply the Design Thinking process to enhance problem identification and problem-solution fit; ● Explore and utilise team dynamics, relationship building and negotiation to improve team outcomes; ● Prototype solutions to real world problems to create value within an organisation; ● Give and receive feedback to optimise project outcomes and iterative learning ● Develop learning skills to enhance self- and peer-learning; ● Have practical experience of creating a climate of creativity and innovation in a work environment.

Graduate Attributes	On completion of the UCD Professional Diploma in Creativity, Innovation and Leadership participants will be able to: ● Optimise the value that diverse disciplines, approaches and perspectives bring to the innovation process; ● Confidently operate in an environment characterised by ambiguity and uncertainty deploying a tool-kit of iterative learning, empathy and creative thinking; ● Identify and engage potential supporters and collaborators inside and outside of their organisation, as appropriate, to progress initiatives.
Entry Requirements	Participants should hold an undergraduate degree (NFQ Level 8 or equivalent) or equivalent professional qualification. Consideration will be given on a case by case basis to applicants who do not hold a primary degree but who can demonstrate extensive professional experience as outlined in UCD's RPL policy: http://www.ucd.ie/t4cms/rplstudents_g.pdf
Phase 1: Creative Thinking and Innovation	5 days in class (9.30-5pm) 5 ECTS
Module Description	The aim of this module is to unlock participants' innate ability for independent creative thinking and innovation in its broadest sense, as well as to help develop an entrepreneurial mindset by exploring ideas in multidisciplinary teams. This module is delivered through activity-based exercises and interactive challenges at both individual and group level. The module encompasses three primary areas of skill development and learning, as follows: • Developing confidence in creative thinking. The objective is to introduce students to the inherent risk of failure in creative thinking and how to learn through prototyping and iteration; • Evolution of innovative ideas in multidisciplinary teams builds teamwork in a creative context. Different approaches to teamwork are tested to enable participants to evolve their teamwork, decision making and interpersonal communication skills. • The Design Thinking framework is applied to understanding users/customers, generating ideas, prototyping, testing and persuasive pitching.
Assessment:	Continuous Assessment (In class challenges and projects) 50% Journal (Self-reflection Log) 50%

Phase 2: Leadership	5 days in class (9.30-5pm) 5 ECTS
Module Description	In a world of constant disruption and rapid change, the role of innovation is critical for agility and growth. Organisations require a different kind of devolved leadership to excel in this environment, where individuals develop the agency and self-reliance to drive creativity and innovative problem solving across their organisation, someone who can engage others effectively to develop, communicate and advocate for powerful new initiatives that will keep the organisation at the cutting edge. This module will enable participants to explore different leadership styles within the context of innovation. Participants will reflect on their own strengths, weaknesses, values and principles and have the opportunity to build on their preferred leadership style. They will explore when to play to their strengths and when to adapt their style when working with others from within and outside of the organisation in order to be more effective. During this module, participants will practice building consensus, influencing and engaging others to be the best that they can be, whilst building the resilience and grit required to overcome obstacles to successful innovation. Students will actively participate in communities of practice and intentionally expand their professional networks.
Assessment:	Continuous Assessment (Class challenges and exercises) 25% Journal (Self-reflection Log) 25% Presentation (Change project plan and pitch) 50%
Phase 3: Professional Practice	Workplace Project (3 months) 2 days in class 3 structured mentoring sessions 10 ECTS
Module Description	Participants will undertake a change project in their professional environment. The project provides the opportunity to draw from prior learning to apply creative thinking and innovation strategies to a problem or challenge identified in their workplace. Professional practice will be developed through the iterative implementation of creative solutions. With peer feedback, and with the support of the Innovation Academy's leading practitioners, participants will progress their project and assess the impact to be presented at the end of the programme.
Deliverables	Project (Project Report and Presentation) 70% Journal (Self-reflection Log) 30%