



MGMT3904

Creativity and Innovation

Session 2, Special circumstance 2020

Department of Management

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Deborah Howlett

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Credit points

10

Prerequisites

((MGMT302 or MGMT3902) and (MGMT305 or MGMT3905)) or ((BBA220 or MGMT1020) and (BBA280 or MGMT2080) and (FOBE202 or ACCG2002) or (Admission to BDigitalBus and (BBA220 or MGMT2020 or MGMT1020) and (FOBE202 or ACCG2002)

Corequisites

Co-badged status

Unit description

This unit will engage the use of creativity as a business tool for leaders and entrepreneurs. Students will learn about the value of creativity in business, how it relates to innovation and why it plays an important role in organisations today. The unit will present strategies for spurring, managing and enhancing creativity and innovation. Students will learn to explore and design their own creative stimulations and place these within a business context. This unit will also explore how best to engage others in both innovative and creative thinking, that would contribute positively to the organisation.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Identify and describe the value of creativity in business, how it relates to innovation and why it plays an important role in organisations today.

ULO2: Analyse the strategies for spurring, managing and enhancing creativity and innovation to solve problems.

ULO3: Employ a range of strategies to communicate creative solutions to business and societal problems.

General Assessment Information

Late Assessments must also be submitted through Turnitin. No extensions will be granted. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Creative Project	40%	No	Weeks 4, 6-7
Group Innovation Project	40%	No	Weeks 11-12
Written Task	20%	No	Week 13

Creative Project

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **Weeks 4, 6-7**

Weighting: **40%**

Each student will develop a creative project that will centre around possible solutions that could solve certain societal issue. These solutions could be either business or philanthropic in origin, but most importantly they must be UNIQUE! The student will present this project in any form of creative production that they wish that is of a visual nature. eg. poster, film or any other creative medium The assessment is divided into tasks: 1. Create a Mind map centring around a societal issue. 2. Produce a creative production that depicts the solution to the societal issue chosen. This will be marked in class by both peers and academics. The Project will need to be displayed and students will be required to answer any questions put to them by their peers and/or academics during the class display.

On successful completion you will be able to:

- Identify and describe the value of creativity in business, how it relates to innovation and why it plays an important role in organisations today.
- Analyse the strategies for spurring, managing and enhancing creativity and innovation to solve problems.
- Employ a range of strategies to communicate creative solutions to business and societal

problems.

Group Innovation Project

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **Weeks 11-12**

Weighting: **40%**

In groups of 4-5, students will undertake an agreed innovative group project. The project will centre on a range of issues which will be entrepreneurial, business and/or leadership focused. Each group will decide what the issue will be and undertake the various assessment tasks outlined below. These issues will be discussed in the tutorial workshops. In developing the idea/s, existing issues can be utilised but the solution/s must be expanded on significantly to warrant being innovative and creative in nature and how the changes will be implemented.

On successful completion you will be able to:

- Analyse the strategies for spurring, managing and enhancing creativity and innovation to solve problems.
- Employ a range of strategies to communicate creative solutions to business and societal problems.

Written Task

Assessment Type ¹: Essay

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **20%**

This assessment task requires you to research and communicate your findings on contemporary innovation approaches and why they play an important role in organisations today.

On successful completion you will be able to:

- Identify and describe the value of creativity in business, how it relates to innovation and why it plays an important role in organisations today.
- Analyse the strategies for spurring, managing and enhancing creativity and innovation to solve problems.
- Employ a range of strategies to communicate creative solutions to business and societal problems.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this

type of assessment

- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Required Text	None. Readings will be available on iLearn
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	<p>Students are required to have access to a personal computer with audio and video functions. Access to reliable internet services and sufficient network bandwidth to participate in Zoom tutorials as required.</p> <p>Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/).</p> <p>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</p>
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page
Inherent Requirements	None

Unit Schedule

Please see iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)

- [Special Consideration Policy](#) (**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.