



# MGMT3904

## Creativity and Innovation

Session 2, Special circumstances 2021

*Department of Management*

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#### **Disclaimer**

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#### **Session 2 Learning and Teaching Update**

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

## General Information

Unit convenor and teaching staff

Unit Convenor

Max Ganzin

[max.ganzin@mq.edu.au](mailto:max.ganzin@mq.edu.au)

Credit points

10

Prerequisites

130cp at 1000 level or above including MGMT1020 or MGMT2080 or MGMT2901 or BBA220 or BBA280 or MGMT201

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 Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

*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
<a href="#">Creative Project</a>	40%	No	Weeks 4, 6, and 7
<a href="#">Group Innovation Project</a>	40%	No	Weeks 11 and 12
<a href="#">Written Task</a>	20%	No	Week 13

### Creative Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Weeks 4, 6, and 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 <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Weeks 11 and 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 ideas, 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 <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 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.

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<sup>1</sup> 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.

<sup>2</sup> 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: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn ( <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a> ).  iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a>
Recommended readings	Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page
Inherent Requirements	None

## Unit Schedule

Please see iLearn.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>). 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](#)

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

throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](https://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](https://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.