MGMT3904

Creativity and Innovation

Session 2, Online-scheduled-weekday 2022

Department of Management

Contents

General Information

Unit convenor and teaching staff
Unit Convenor
Max Ganzin
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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 Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
Creative Project	40%	No	Week 4 18 August 9:00am. Week 6 30 August 4.00pm
Group Innovation Project	40%	No	Weeks 11 and 12 19 October 9:00am and 26 October 9:00am
Written Task	20%	No	Week 13 1 November 13:00 - 16:00

Creative Project

Assessment Type [1]: Project
Indicative Time on Task [2]: 30 hours
Due: **Week 4 18 August 9:00am. Week 6 30 August 4.00pm**
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 and 12 19 October 9:00am and 26 October 9:00am**
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 1 November 13:00 - 16:00**
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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[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	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://il e arn.mq.edu.au/login/). 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: 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://policie s.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
- Assessment Procedure
- Complaints Resolution 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). 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) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

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

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE

- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

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.