MGMT2094
Strategic Creativity and Innovation
Session 1, In person-scheduled-weekday, North Ryde 2024

Department of Management

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**General Information**

Unit convenor and teaching staff  
Max Ganzin  
max.ganzin@mq.edu.au

Credit points  
10

Prerequisites  
50cp at 1000 level or above

Corequisites

Co-badged status

Unit description  
This unit will explore the concepts of strategy and innovation as a business tool for leaders and entrepreneurs. Students will learn about the value of strategy in business, how it relates to innovation and why it plays an important role in organisations today. This unit will equip students with capabilities for effectively engaging others in both innovative and strategic 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](https://www.mq.edu.au/study/calendar-of-dates)

**Learning Outcomes**

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

- **ULO1**: Explain and apply key terms, concepts, frameworks and theories for strategy and innovation.
- **ULO2**: Analyse the strategies for spurring, managing and enhancing innovation to solve problems.
- **ULO3**: Employ a range of strategies to communicate creative solutions to business and societal problems.

**General Assessment Information**

*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*
Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tbody>
<tr>
<td>Innovation Project</td>
<td>40%</td>
<td>No</td>
<td>Week 4 and 6</td>
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<tr>
<td>Strategy Project</td>
<td>30%</td>
<td>No</td>
<td>Week 11</td>
</tr>
<tr>
<td>Reflection</td>
<td>30%</td>
<td>No</td>
<td>Week 13</td>
</tr>
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Innovation Project
Assessment Type ¹: Project
Indicative Time on Task ²: 40 hours
Due: Week 4 and 6
Weighting: 40%

Student will develop a submission that will centre around possible solutions that could solve a contemporary 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 visual form suitable to the solution chosen.

On successful completion you will be able to:

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

Strategy Project
Assessment Type ¹: Project
Indicative Time on Task ²: 30 hours
Due: Week 11
Weighting: 30%
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. These issues will be discussed in the tutorial workshops.

On successful completion you will be able to:

- Explain and apply key terms, concepts, frameworks and theories for strategy and innovation.
- Analyse the strategies for spurring, managing and enhancing innovation to solve problems.

**Reflection**

Assessment Type 1: Reflective Writing
Indicative Time on Task 2: 20 hours
Due: **Week 13**
Weighting: **30%**

Students will write an up to 2,000 word reflection.

On successful completion you will be able to:

- Explain and apply key terms, concepts, frameworks and theories for strategy and innovation.
- 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**

*Please refer to this unit's iLearn page.*
Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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
- 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 Advocacy provides independent advice on MQ policies, procedures, and processes

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.

Unit information based on version 2024.02 of the Handbook