



MGMT2094

Strategic Creativity and Innovation

Session 1, Online-scheduled-weekday 2025

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>

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

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 apply for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Innovation Project</u>	40%	No	31/03/2025
<u>Strategy Project</u>	30%	No	19/05/2025
<u>Reflection</u>	30%	No	02/06/2025

Innovation Project

Assessment Type ¹: Project

Indicative Time on Task ²: 40 hours

Due: **31/03/2025**

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: **19/05/2025**

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 tutorials.

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: **02/06/2025**

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.

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 \(https://policies.mq.edu.au\)](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 \(https://students.mq.edu.au/support/study/policies\)](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 connect.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 the [Service Connect Portal](#), 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 2025.02 of the [Handbook](#)