



MGMT2094

Strategic Creativity and Innovation

Session 2, Online-scheduled-weekday 2026

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

Late Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day

(including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Creating social impact	40%	No	31/08/2026	Individual	Yes	Open AI
Professional practice: Leading creative change	30%	No	19/10/2026	Group	No	Open AI
Formal examination	30%	No	Exam Period	Individual	No	Observed

Professional practice: Creating social impact

Assessment Type ¹: Creative task

Indicative Time on Task ²: 40 hours

Due: **31/08/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to develop your ability to design creative, ethical, and sustainable solutions to real-world societal challenges, and to communicate these ideas effectively through innovative visual formats.

You will identify a societal issue and produce a creative project that presents your unique solution. Your submission will combine conceptual thinking, creativity, and practical application of course ideas.

Skills in focus:

- Digital skills
- Global, ethical and environmental citizenship
- Critical thinking and problem solving

Deliverable(s): Creative video production (5min max) accompanied by a mindmap.

Individual assessment

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.

Professional practice: Leading creative change

Assessment Type ¹: Creative task

Indicative Time on Task ²: 30 hours

Due: **19/10/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is to develop your ability to collaborate, lead, and communicate innovative, research-informed solutions to real-world social or sustainability challenges through creative media production.

You will work in a group to research, design, and produce a creative film or video that demonstrates how you will lead change on a societal issue. Your production will integrate academic evidence, critical analysis, and creative storytelling to persuade and inspire action.

Skills in focus:

- Digital skills
- Global, ethical and environmental citizenship
- Collaboration and communication

Deliverable(s): Group video production (approx. 7 minutes)

Group assessment

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.

Formal examination

Assessment Type ¹: Examination

Indicative Time on Task ²: 20 hours

Due: **Exam Period**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is for you to formally demonstrate the expertise you have gained in this unit.

You will participate in a 2-hour exam held during the University Examination period. Important information about the exam will be made available on the unit iLearn page. You should also review the [MQ Exams website](#) for general tips.

Deliverable(s): Formal exam

Individual assessment

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.02 of the **Handbook**