



# MGMT304

## Creativity and Innovation

S2 Evening 2018

*Archive (Pre-2019) - Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Deborah Howlett

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Monday 11.00am -12.00pm and Thursday 2pm to 3pm.

Credit points

3

Prerequisites

(MGMT302 and MGMT305) or (BBA220 and FOBE202)

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:

Demonstrate commitment to achieving a teamwork task

Demonstrate the application of innovation within a business context

Develop creative solutions to business challenges

## General Assessment Information

### Individual Creative Project

1. Students are required to individually create their own project, which will be assessed on how creative it is.
2. Students will be required to discuss their submitted project content with academics and peers.

### Group Innovation Project

1. Group work is a component of this unit and failure not to be able to in a group, is at the detriment of the student.
2. No student can undertake the Group Project assessment task as an individual.
3. All students will undertake a peer assessment on the contribution of group members in the Group Innovation Project task.

### Submissions

1. Students will need to note the different submission requirements for each assessment task as highlighted within the Assessment Tasks Section.
2. It is also important to note the need to apply for Special Consideration, as no extensions will be granted in regards to a late submission of assessment task.

**This is highlighted within the Assessment Task Section for each assessment.**

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Individual Creative Project</u></a>	40%	No	Weeks 5 and 7
<a href="#"><u>Group Innovation Project</u></a>	60%	No	Weeks 8,11 and 13

### Individual Creative Project

Due: **Weeks 5 and 7**

Weighting: **40%**

Each student will develop a creative project that will centre around possible solutions that could solve certain societal issue as outlined on ilearn. 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 **(this must be first discussed with tutor for approval by Week 4)**

The assessment is divided into tasks.

1. Create a Mind map centring around a societal issue **(due in Week 5) Value 15%.**

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. **(due in Week 7). Value 25% .**

**Submission:**

1. Mind map in class in Week 5
2. Creative Project presented in class in Week 7

**Late Submission:**

No extensions will be granted. There will be a deduction of 10% of the total available mark made from the total awarded mark for each 24 hour period or part thereof that the submission is late ( for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved. No submission will be accepted after grades have been posted.

On successful completion you will be able to:

- Develop creative solutions to business challenges

## Group Innovation Project

Due: **Weeks 8,11 and 13**

Weighting: **60%**

**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.

**The group will submit the following assessment tasks:**

- 1, Creative mind map or similar depiction of the Group Project **Value: 10%**
2. Creative Video Presentation of the Group Project **Value 20%**
3. Individual Participation of the Group Project (Peer Assessed) **Value: 10%**
4. Individual Action Report reflecting on the Group Project **Value: 20%**

**The Group Project entails the following:**

1. Each group will present a mind map or some other similar tool showing the components of the project that they have reached consensus on and this will be presented in a creative fashion (Details provided on ilearn)

2. Each group will produce a creative film/ video presentation of 10 minutes duration outlining their issue/challenge and solution, and how they are preparing to "Lead the Change". (Details provided on ilearn)

3. Each student will undertake a Peer Assessment of themselves and their group members. (Details provided on ilearn)

4. Each student will individually write a 1000 word Action Report reflecting on the Group Project, which will involve academic research, background reading and self reflection. (Details on ilearn)

#### **Submission:**

1. **Creative Mind map or similar** - uploaded to ilearn in **Week 8**

2. **Creative Film/ video Presentation** - Presented in class to the lecturer in **Week 11**

3. **Peer Assessment** - Presented to Lecturer in **Week 13**, as per ilearn instructions.

4. **Action Report** - uploaded to Turnitin in **Week 13**

#### **Late Submission:**

No extensions will be granted. There will be a deduction of 10% of the total available mark made from the total awarded mark for each 24 hour period or part thereof that the submission is late ( for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved. No submission will be accepted after grades have been posted.

On successful completion you will be able to:

- Demonstrate commitment to achieving a teamwork task
- Demonstrate the application of innovation within a business context

## **Delivery and Resources**

### **Classes:**

1. Classes are held each week of the session There is a lecture and a tutorial/ workshop.

2. To pass this course, students need to achieve an overall grade of 50%.

3. A roll will be taken to record attendance in lectures and tutorials. Attendance at class will allow the student to gain the maximum benefit, as will be the expected interaction within the class environment

4. Students are expected to read prescribed materials before seminars (posted on iLearn), join in discussions and complete all assessments. Active participation in discussions and exercises is of utmost importance not only to the participating student but to the whole class.

5. Staff will respond to student emails within 48 hours. Staff will not respond to emails during weekends or public holidays.

6. Students are expected to arrive on time and not leave until class ends.

**7. Mobile phones are to be set on silent during class. Texting or other mobile phone activity during class is distracting to the student concerned, the lecturer and other students and is strictly forbidden. Students violating this requirement will be asked to leave the class.**

**8. Students checking their social media accounts during class time will be asked to leave the class.**

9. Photography as well as audio and video recording by students is not permitted.

**This unit is comprised of :**

\* Weekly lectures are of a two (2) hour duration of lecture content and guest speakers; then a one (1) hour tutorial comprising activities and exercises.

\* The timetable for classes can be found on the University web site at:  
<http://www.timetables.mq.edu.au/>\*

### **Required and Recommended Texts and/or Materials**

#### **Prescribed Text**

There is NO prescribed text for this unit, but various readings and other materials will be made available via iLearn.

#### **Recommended Readings:**

Goller, Ina; Bessant. John. (2017). Creativity and Innovation Management. 1st Edition. Published by Routledge (Taylor and Francis Group). London and New York.

Hudson, Ken (2007). The Idea Generator. Published by Allen & Unwin.

Hudson, Ken (2018). The Idea Accelerator. Published by Allen & Unwin.

Hudson, Ken (2010). Speed Thinking. Published by Allen & Unwin.

#### **Additional Readings:**

A list of additional readings are made available on iLearn.

#### **Teaching Strategy**

This unit is designed to be interactive. As such, the topics are best explored through active participation and experiential learning. The workshops involve presentations by the lecturer and guest speakers, covering key theoretical concepts, practical activities and exercises,

#### **Note:**

**It is imperative that students keep abreast of current developments both in Australia and abroad via the public and popular media in respect to creativity, innovation and leadership, as this will be discussed at the beginning of each lecture.**

### **Technology Used and Required**

Students are required to learn how to use power point, word processing, video techniques and production and iLearn.

Access to a personal computer or similar device in order to access iLearn is required.

### Unit Web Page

The web page for this unit can be found at: iLearn <http://learn.mq.edu.au>

## Learning and Teaching Activities

### Teaching Activity

This unit is offered by workshops, activities and lecture discussions in a two (2) hour lecture and a one (1) hour tutorial/workshop teaching mode

### Student Learning Expectations

Students are expected to read in advance, prepare presentations for tutorials as required, follow current developments in innovation and creativity, be able to apply concepts in tutorials, respond and interact in both tutorials and lectures, demonstrate enthusiasm for the subject area and interact/ communicate with fellow students, lecturer and guest speakers.

### Learning Focus

The focus of this unit is on students developing and extending their own innovation and creativity skills and apply them in a business leadership and/or entrepreneurial business context.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/p\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/p)

[olicy-central](#)).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results shown in *iLearn*, 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>.

## 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>) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## 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>

## 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.

## Graduate Capabilities

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We



want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate commitment to achieving a teamwork task
- Demonstrate the application of innovation within a business context
- Develop creative solutions to business challenges

## **Assessment tasks**

- Individual Creative Project
- Group Innovation Project

## **Learning and teaching activities**

- This unit is offered by workshops, activities and lecture discussions in a two (2) hour lecture and a one (1) hour tutorial/workshop teaching mode
- Students are expected to read in advance, prepare presentations for tutorials as required, follow current developments in innovation and creativity, be able to apply concepts in tutorials, respond and interact in both tutorials and lectures, demonstrate enthusiasm for the subject area and interact/ communicate with fellow students, lecturer and guest speakers.
- The focus of this unit is on students developing and extending their own innovation and creativity skills and apply them in a business leadership and/or entrepreneurial business context.

## **Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate commitment to achieving a teamwork task
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## Assessment tasks

- Individual Creative Project
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- The focus of this unit is on students developing and extending their own innovation and creativity skills and apply them in a business leadership and/or entrepreneurial business context.

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## Learning outcomes

- Demonstrate commitment to achieving a teamwork task
- Demonstrate the application of innovation within a business context
- Develop creative solutions to business challenges

## Assessment tasks

- Individual Creative Project
- Group Innovation Project

## Learning and teaching activities

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- The focus of this unit is on students developing and extending their own innovation and creativity skills and apply them in a business leadership and/or entrepreneurial business context.

## Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

### Learning outcomes

- Demonstrate commitment to achieving a teamwork task
- Demonstrate the application of innovation within a business context
- Develop creative solutions to business challenges

### Assessment tasks

- Individual Creative Project
- Group Innovation Project

### Learning and teaching activities

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- The focus of this unit is on students developing and extending their own innovation and creativity skills and apply them in a business leadership and/or entrepreneurial business context.

## Changes from Previous Offering

Changes have been made to the delivery mode of this unit from a two (2) hour tutorial/one (1) hour lecture to a two (2) hour lecture and one (1) hour tutorial/workshop, to meet growing

student numbers.

The time duration of the group video is now set at 10 minutes.

Program Learning Outcomes (PLOs) have been added.

## **Program Learning Outcomes**

This Unit supports the development of Program Learning Outcomes (PLO) for degree(s) delivered by the Faculty of Business and Economics. PLO's describe the educational outcomes of a degree and what you should be able to know, understand and do by the end of your Degree.

Unit Learning Outcomes 1, 2 and 3; and assessments contribute to the following BBLC PLOs.

PLO 7: Develop creative solutions to business challenges

PLO 8: Demonstrate effective oral communication in a business environment

PLO 9: Demonstrate effective written communication in a business environment

## **Research & Practice, Global Contexts & Sustainability**

1. This unit draws on extensive research from sources outside the textbook. Students will be provided with additional mandatory research articles for every week that will allow them to considerably expand their knowledge of creativity and Innovation. In addition, a list of suggested articles will be posted on iLearn for students who wish to stretch themselves.
2. Conducting research independently is strongly encouraged for this unit and is rewarded
3. Innovation practices between countries will be extensively discussed and students will be asked to elaborate on these work practices.
4. Creativity and Innovation theories and applications from non-Western perspectives will be integrated in the course.
5. Issues of sustainability in relation to creativity and innovation will be discussed throughout the course.