



MGMT304

Creativity and Innovation

S2 Day 2019

Department of Management

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Brett White

brett.white@mq.edu.au

Contact via Email

Please view consultation hours via iLearn - <https://ilearn.mq.edu.au/login/>

Credit points

3

Prerequisites

(MGMT302 and MGMT305) or (BBA220 and BBA280 and FOBE202) or (admission to BDigitalBus and 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

Assessment Tasks

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

Individual Creative Project

Due: **Weeks 5 and 7**

Weighting: **40%**

Individual Creative Project Assessment Summary Task Description

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

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% .

Type of Collaboration Individual Submission

Mind Map in class in Week 5 - Please submit via [iLearn](#).

Creative Project presented in class in Week 7 - Please Submit via [iLearn](#).

Format Please refer to the [iLearn](#) Unit page. Length Inherent Task Requirements None Late Submission

Late tasks must also be submitted through Turnitin. No extensions will be granted. There will be a **deduction of 10%** made from the total available marks for each **24 hour period** or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% deduction). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

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%**

Group Innovation Project Assessment Summary Task Description

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.
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".
3. Each student will undertake a Peer Assessment of themselves and their group members.
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.

Type of Collaboration Group & Individual Submission

1. **Creative Mind map or similar** - Please upload via 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**
4. **Action Report** - Please upload via Turnitin on [iLearn](#) in **Week 13**

Format Please refer to the [iLearn](#) Unit page **Length** **Inherent Task Requirements** **None** **Late Submission**

No extensions will be granted. Late tasks must also be submitted through Turnitin. There will be a **deduction of 10%** made from the total available marks for each **24 hour period** or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% deduction). Late submissions will be accepted up to 96 hours after the due date and time.

Students who have not presented their creative film / video presentation will be awarded a mark of 0.

These penalties do not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

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

Required Text	There is NO prescribed text for this unit, but various readings and other materials will be made available via 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 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.
Delivery Format and Other Details	<ul style="list-style-type: none">• Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours face to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)• Tutorials will commence in Week 1.• The timetable for classes can be found on the University web site https://timetables.mq.edu.au/
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 A list of additional readings are made available on iLearn .

Unit Schedule

Please refer to iLearn for the unit Schedule.

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/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-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 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

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://stu>

dents.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

If you are a Global MBA student contact globalmba.support@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/.

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

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and guest speakers.

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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

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- Demonstrate the application of innovation within a business context
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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

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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.

Changes since First Published

Date	Description
25/07/2019	Fixed formatting