Unit Outline (Higher Education)

Institute / School:	Institute of Innovation, Science & Sustainability
Unit Title:	CREATIVITY AND INNOVATION
Unit ID:	BUENT1501
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080307

Description of the Unit:

This unit develops creative, design based, problem-solving skills to identify emerging opportunities and challenge conventional wisdoms. The interactive tutorial format allows students to explore ways to be creative and overcome blocks in this process. The creative solutions that come from such interactive learning experiences are then examined for their ability to be successfully exploited as innovations, in the competitive market or as value-added elements to non-market activities in the public sector or non-profit organisations.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	**6**	**7**	**8**	**9**	**10**
Introductory	☐	☐	✔	☐	☐	☐
Intermediate	☐	☐	☐	☐	☐	☐
Advanced	☐	☐	☐	☐	☐	☐

Learning Outcomes:

Knowledge:

K1. Relate a variety of creative styles and the principles of creative management to real business problems

K2. Determine the impact of critical thinking on action in order to advance the creative problem solving process

K3. Identify appropriate creativity and innovation strategies, including design based approaches, in a business setting

K4. Recognise the different processes and determinants of the successful exploitation of innovation, including within group based settings

K5. Apply an ethical framework when managing the creativity process

Skills:

S1. Consolidate and synthesise creative and innovative problem solving techniques, including design based thinking, to add value in order to solve a problem

S2. Determine different creative styles to defend how they can add value to the performance of the firm

S3. Observe and analyse the creative processes and then prepare and deploy strategies to cope with blocks to creative problem solving

S4. Communicate the value of creative problem solving processes and methods for solving complex real world problems

Application of knowledge and skills:

A1. Apply initiative and judgment in developing creative problem solving techniques while practicing and valuing teams, communication, and diversity

A2. Identify, plan and evaluate a diverse range of decisions, across multiple industries, using appropriate creative problem solving techniques

A3. Develop specific skills in creative and innovative thinking techniques and then focus on practical application of these skills, both in the classroom when applied to learning activities and during individual and team assignments

Unit Content:

Topics may include:
C1: Spiritual and alternative viewpoints on creativity.
C2: Models for creative problem solving, including design thinking approaches.
C3: Removing blocks to creativity and innovation in business.
C4: Idea generation models.
C5: Problem identification and definition.
C6: Innovation and idea implementation.
C7: Evaluating ideas.
C8: Methods for generating and evaluating ideas including design thinking, brainstorming, mapping, metaphors, imaging.

C9: Strategic innovation and change.

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**ttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are be embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, interact and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams.	K4, S4	AT2, AT3
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: • Creating a collegial environment • Showing self -awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative	K1, K5, S2	AT1, AT2, AT3
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving	K1, K2, K3, K4	AT1, AT3
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities	Not applicable	Not applicable

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life.	K5, S4	AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, S2, S3, A1, A3	Analysis of personal and organisational styles and assessment of strategies for improvement	Essay	30-40%
K2, K3, K4, K5, S1, S3, S4, A1, A2, A3	Research, critically analyse and synthesize information in an oral presentation using the creative problem solving process	Group Project Part A - Presentation	25-35%
K2, K3, K4, K5, S1, S4, A1, A2, A3	Research, critical analysis then synthesize information into a group report using the creative problem solving process	Group Project Part B - Written Report	30-40%

Adopted Reference Style:

APA

Refer to the library website for more information

Fed Cite - referencing tool