

School / Faculty: Federation Business School

Course Title: CREATIVITY AND INNOVATION

Course ID: BUENT2639

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080399

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

| AQF Level of Program | | | | | | |
|----------------------|---|---|---|---|---|----|
| | 5 | 6 | 7 | 8 | 9 | 10 |
| Level | | | | | | |
| 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 perception on action in order to advance the creative problem solving process
- K3.** Identify appropriate creativity and innovation strategies in a business setting
- K4.** Recognise the different processes and determinants of the successful exploitation of innovation
- K5.** Support an ethical framework when managing the creativity process

Skills:

- S1.** Consolidate and synthesise creative and innovative problem solving techniques 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 a defence to cope with blocks to creative problem solving
- S4.** Defend the processes and methods of creative problem solving: observation, definition, representation, ideation, evaluation and decision making

Course Outline (Higher Education)

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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

Course Content:

Topics may include:

- Spiritual and alternative viewpoints on creativity
- Models for creative problem solving
- Removing blocks to creativity and innovation in business
- Idea generation (creativity enhancement) methods
- Problem identification and definition
- Innovation: Implementing ideas
- Evaluating ideas
- Methods for generating and evaluating creative ideas including brainstorming, mapping, metaphors, networking, intuition, judgement and imaging
- Strategic innovation and change.
- The antecedents of organisational innovation

Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

Values:

- V1.** Appreciate the complexity of human behaviour
- V2.** Defend unconventional approaches to solving problems
- V3.** Develop a broad view of creative processes and the mechanisms for unlocking creativity

Course Outline (Higher Education)

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- V4. Defend the range of personal values, attitudes, and styles in relation to innovative versus reproductive and compliant versus challenging behaviour to be able to make productive use of all styles when in a leadership role
- V5. Develop an awareness of the barriers to creativity in individuals and organisations

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

| Attribute | Brief Description | Focus |
|---|---|--------|
| Knowledge, skills and competence | The confidence gained from meeting the problem-solving challenges of this course, will motivate graduates to seek out further opportunities to apply and develop their Creative Problem Solving knowledge and skills. | High |
| Critical, creative and enquiring learners | Creative problem solving will contribute to the student's management education, providing them with the knowledge and confidence to make or contribute to independent, valid and reliable problem solving. | Medium |
| Capable, flexible and work ready | Graduates of this course will feel empowered to engage in and contribute to constructive dialogue with managers and other primary decision-makers in their workplace or community | Medium |
| Responsible, ethical and engaged citizens | This course will ensure that students make creative decisions that are equally informed by considerations of ethics and corporate social responsibility | Low |

Learning Task and Assessment:

| Learning Outcomes Assessed | Assessment Task | Assessment Type | Weighting |
|-------------------------------|---|--|-----------|
| K1,K2,K3,K4 S2 A1 | Tests to assess attainment of required learning outcomes with emphasis on those not previously assessed. | In-class tests, and/or other time constrained assessable tasks | 10-20% |
| 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, critical analysis then synthesizing information into an oral presentation using the creative problem solving process. | Group Project Part A - Presentation | 20-30% |
| K2,K3,K4,K5 S1,S4 A1,A2,A3 | Research, critical analysis then synthesizing information into a group report using the creative problem solving process. | Group Project Part B - Written report | 10-40% |

Adopted Reference Style:

APA