

**School / Faculty:** Federation Business School

**Course Title:** CREATIVITY AND INNOVATION

**Course ID:** BUMGT3739

**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
<b>Level</b>						
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)

BUMGT3739 CREATIVITY AND INNOVATION

## 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:

### 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;
- 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;

# Course Outline (Higher Education)

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**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	20-30%

## Adopted Reference Style:

APA