

**School / Faculty:** Federation Business School

**Course Title:** CREATIVITY AND INNOVATION

**Course ID:** BUMGT6927

**Credit Points:** 15.00

**Prerequisite(s):** Nil

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080301

**Grade Scheme:**

Graded (HD, D, C, etc.)

**Work Experience:**

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

**Placement Component:**

No

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	✓	■	■
Advanced	■	■	■	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Relate the impact of perception on thinking and concept development to innovative action
- K2.** Identify a range of creative thinking tools and debate the application of these to the innovation and entrepreneurial process
- K3.** Determine appropriate creativity and innovation strategies in a business setting
- K4.** Assess the principles underpinning the impact of perception on thinking, concept development and innovative action
- K5.** Appraise barriers to creativity in individuals and organisations

**Skills:**

- S1.** Develop and apply creative and innovative thinking styles

# Course Outline (Higher Education)

BUMGT6927 CREATIVITY AND INNOVATION

- S2.** Investigate, analyse, and synthesise creativity problem solving techniques to add creative value in order to solve a problem
- S3.** Observe and analyse the creative processes and determine and implement strategies 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

## Application of knowledge and skills:

- A1.** Apply initiative and judgment in developing creative process suitable for the work environment within an ethical framework
- 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 focus on practical application of these skills, using individual autonomy and/or team collaboration

## Course Content:

Topics may include:

- Alternative viewpoints on creativity, representing management, cognitive, scientific thought and psychodynamic perspective; Paradigm shift
- Theories of creativity and the creative problem solving process.
- Removing blocks to creativity
- Object finding, fact finding and problem finding/redefinition
- Morphological analysis and related techniques
- Brainstorming and its variants
- Lateral thinking and its variants
- Synectics
- Ideation, evaluation and implementation.
- Thought organisation and creative thinking, rationality and the power of the metaphor.
- Creative processes; problem solving, brainstorming, Mind Mapping, intuition, judgement and imaging.
- The process of innovation.

# Course Outline (Higher Education)

BUMGT6927 CREATIVITY AND INNOVATION

- Strategic innovation and change.
- Exploration – Radiant and Parallel Thinking

## Values:

- V1.** Appreciate the complexity of human behaviour
- V2.** Value unconventional approaches
- V3.** Develop a broad view of creative processes and the mechanisms for unlocking creativity
- V4.** Differentiate between product, service and functional creativity.

## 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	Creativity and innovation will contribute to the rounding of the student's management education, providing them with the knowledge and confidence to make or contribute to independent, valid and reliable business decisions.	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	Learning Tasks	Assessment Type	Weighting
K1,K3 S1 A1	The student will research and analyse a theme around creativity and innovation. The essay/report will critically evaluate the literature into a logical and well-developed argument.	Essay/report	30-40%

# Course Outline (Higher Education)

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Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K2,K3,K4,K5 S1,S2,S3,S4 A1,A2,A3	Apply creative problem solving tools on a work related complex problem. The tools will be critically evaluated around benefit and value, ease of use and unintended outcomes. The results will be presented in a group report and oral presentation.	Group Project Part A - Presentation, Part B - Written report	20-30%, 30-50%

## Adopted Reference Style:

APA