

# BUS705 Innovation Management and Professional Development

**School:** School of Business and Creative Industries

2023 | Session 2

UniSC Sunshine Coast  
UniSC Moreton Bay

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus.

Please go to [usc.edu.au](http://usc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.

## 1. What is this course about?

### 1.1. Description

This course examines innovation's role in making firms future ready. You will develop innovation, creativity and problem-solving skills to identify emerging opportunities and propose a compelling business case to pursue these opportunities. The innovation process skills you learn in this course will assist you to develop solutions applicable to industry problems, digital transformation and sustainability challenges. The course will also equip you with knowledge and skills to maximise your potential for career progression and employment outcomes.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	2hrs	Week 1	6 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	4hrs	Week 1	6 times
<b>Tutorial/Workshop 2</b> – Additional scheduled face to face workshops.	1hr	Week 1	3 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	2hrs	Week 1	6 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	4hrs	Week 1	6 times
<b>Tutorial/Workshop 2</b> – Additional scheduled online workshops (Recorded).	1hr	Week 1	3 times

### 1.3. Course Topics

- Introduction to innovation and its relevance for business
- Innovation Trends: Future of work and career implications
- Personal leadership and employability: The post-graduate business professional
- Corporate entrepreneurship and team innovation processes
- Innovation strategy and Organisational innovation model
- Leading for innovation
- Creative problem-solving applied to business
- Innovation opportunities shaped by digital technologies and sustainability challenges
- Organisation culture and climate's influence on firm innovation
- Organisational renewal and structuring for innovation
- Open innovation and intellectual property protection
- Disruptive business models and design thinking

## 2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Demonstrate career adaptability awareness required to develop your career as a proactive, innovative MBA graduate.	Empowered	PC6, PC6.1
2 Analyse the processes for making efficient and effective business decisions for the optimum path forward.	Knowledgeable	PC3, PC3.1, PC6.1
3 Problem solve and apply creative thinking skills to make innovative and effective business decisions under conditions of rapid and dynamic change and high levels of ambiguity.	Creative and critical thinker	PC3, PC3.1
4 Identify and apply processes for decision-making about the optimal way to manage innovation.	Engaged	PC3, PC3.1

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC6	Career-adaptive
PC6.1	Adaptability

## 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of "pre-requisites, co-requisites and anti-requisites".

### 5.1. Pre-requisites

Enrolled in any PGRD Program

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

MBA701 or EMB751

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

You will gain early feedback on your progress by completing formative learning activities.

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Professional, and Written Piece	Individual	45%	2500 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Report	Individual	55%	3,000 words	Week 7	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Case study and personal reflection.

<b>GOAL:</b>	To demonstrate your ability to apply the theory, critically analyse a case study and develop a professional development plan.		
<b>PRODUCT:</b>	Artefact - Professional, and Written Piece		
<b>FORMAT:</b>	This is an individual task (2500 words), where you are required to demonstrate your ability to adapt to changing career demands and apply innovation theory to practice. Details of this assessment will be provided on Canvas.		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	classifying innovation concepts in the case study;	2
	2	analysing the innovation dilemma using relevant innovation frameworks;	2
	3	generating and proposing solutions.	3
	4	identifying the portfolio of skills required for career progression	1
	5	explaining professional development options	1
	6	explaining the professional requirements and career trends	1
<b>GENERIC SKILLS:</b>	Problem solving		

## All - Assessment Task 2: Innovation Report

GOAL:	Propose a leading edge, innovation to address a sustainability, digital, or organisational challenge and develop an innovation action plan.																					
PRODUCT:	Report																					
FORMAT:	<p>This is an individual task (3,000 words) where you need to demonstrate your ability to propose an innovation to address a sustainability / digital / organisational industry challenge to improve customer-value, by drawing on the relevant material in this course.</p> <p>Details of this assessment will be provided on Canvas and in class.</p> <p>This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objectives will be assessed:</p> <p>PLO3.1: Critical and creative thinking</p> <p>Demonstrate critical and creative thinking to identify and solve complex business problems and arrive at innovative solutions.</p>																					
CRITERIA:	<table><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr><tr><td>1</td><td>define the sustainability/company challenge in need of an innovation response.</td><td>4</td></tr><tr><td>2</td><td>demonstrate how sources of ideas influence the development of alternatives in formulating the innovation and creative solution.</td><td>3</td></tr><tr><td>3</td><td>problem solve and apply creative thinking skills using the strategic innovation model</td><td>3</td></tr><tr><td>4</td><td>consider the most appropriate leadership approach for the innovation response proposed.</td><td>2</td></tr><tr><td>5</td><td>formulate an innovation implementation approach that would give this innovation response the best chance of succeeding</td><td>4</td></tr><tr><td>6</td><td>well-presented, with convincing arguments, supported by relevant evidence.</td><td>2</td></tr></table>	No.		Learning Outcome assessed	1	define the sustainability/company challenge in need of an innovation response.	4	2	demonstrate how sources of ideas influence the development of alternatives in formulating the innovation and creative solution.	3	3	problem solve and apply creative thinking skills using the strategic innovation model	3	4	consider the most appropriate leadership approach for the innovation response proposed.	2	5	formulate an innovation implementation approach that would give this innovation response the best chance of succeeding	4	6	well-presented, with convincing arguments, supported by relevant evidence.	2
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GENERIC SKILLS:	Problem solving																					

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Required	De Villiers, Scheepers & Burgess	2021	BUS705 Study Guide (available via Canvas)	n/a	USC Business School

### 8.2. Specific requirements

Not applicable

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

### 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

### 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

### 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

## 10.10. General Enquiries

### In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)