UniSC

COURSE OUTLINE

MGT730 Innovation by Design

School: School of Business and Creative Industries

2023 | Session 2

UniSC Sunshine Coast	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 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

Digital disruption is the reality for many global enterprises, raising the question: How can human centred innovation address the changing needs of business and society? To be competitive requires a keen understanding of the principles underlying creativity and innovation. This course aims to assist you to develop digital literacy, creativity, and develop innovative approaches for effective problem solving. Real world challenges are incorporated and through design-based thinking, you will examine processes for creatively increasing business and customer value propositions.

1.2. How will this course be delivered?

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

1.3. Course Topics

1. Principles of innovation and sustainable development goals
2. Human-centred innovation
3. Design thinking in action
4. Design thinking and wicked problems
5. Process innovation
6. Translating creativity into innovation
7. Design thinking for technological innovation
8. Value creation through design thinking
9. Exploiting open innovation and social networks
10. Entrepreneurs and design thinking
11. Disruptive innovation in a digital age for social sustainability
12. Design thinking and to improve technology forecasting

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 Apply disciplinary knowledge and problem solving to present and share relevant information using digital formats.	Knowledgeable	PC1, PC1.3
2 Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions.	Creative and critical thinker	PC3, PC3.1
3 Demonstrate an appreciation of the need to embrace, respect and manage diversity and foster inclusivity in a business context.	Ethical	PC3.1, PC5.1
4 Demonstrate an awareness and appreciation of the need to take a sustainable approach to innovation	Sustainability-focussed	PC4.1

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5 Apply skills and knowledge to real work issues and contexts.	Empowered	PC1, PC3.1

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.3	Digital Literacy
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4.1	Social Responsibility and Sustainability
PC5.1	Diversity

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

Not applicable

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

Management Experience.

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

Prior to submission, workshops/seminars offer avenues for receiving feedback from teaching staff and peers.

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 - Creative	Individual	45%	2000 words (+ / - 10%)	Week 3	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative	Individual	55%	Approx 3000 words	Week 7	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Digital Artefact

GOAL:	To present innovative ideas focused on business scenarios linked to SDG10.	
PRODUCT:	Artefact - Creative	
FORMAT:	Digital artefact	
CRITERIA:	**No.**	**Learning Outcome assessed**
	1 Evaluate and reflect on human centred approaches to generate innovative ideas to address enhance diversity and foster inclusion.	3
	2 Demonstrate knowledge of digital communication and problem solving to creatively present, share and communicate in a business context (incorporating structure, logic, flow, depth and breadth of content	1
	3 Linking SDG10 to demonstrate an awareness of sustainability and innovation in design	4
	4 Apply critical and creativity to develop an innovative submission using story-boarding to assess gaps in accessibility in a business context	2
	5 Apply and develop skills and knowledge to address real work issues	5

All - Assessment Task 2: Design thinking in action

GOAL:	To apply design thinking in a real-world context, identify issues and innovative solutions, and to link theory to practice.	
PRODUCT:	Artefact - Creative	
FORMAT:	Digital storyboard	
CRITERIA:	**No.**	**Learning Outcome assessed**
	1 Apply disciplinary knowledge and problem solving to present and share relevant information using an innovative digital format.	1
	2 Apply critical and creative thinking and take an entrepreneurial approach to the steps of design thinking to explore a wicked problem and link this to the SDGs	2
	3 Demonstrate an awareness and appreciation of the need to take a socially responsible and sustainable approach to innovation using design thinking	4

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

> There are no required/recommended resources for this course.

8.2. Specific requirements

N/A

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

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 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email 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 or email 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.

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 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 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