Description: Creativity, Innovation and Entrepreneurship

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>MGT</td>
<td>3004</td>
<td>35349</td>
<td>2, 2004</td>
<td>EXT</td>
<td>1.00</td>
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Academic group: FOBUS
Academic org: FOB003
Student contribution band: 2
ASCED code: 080301

STAFFING
Examiner: Retha Wiesner
Moderator: Ben Swanepoel

SYNOPSIS
Leaders and managers in the new world economy are required to harness, develop and preserve the capabilities of organisations to innovate and be entrepreneurial. The ability to innovate and be entrepreneurial has become a powerful economic force across the globe and entrepreneurs and small business leaders constitute a significant contributing force to economic activity in general and job creation in particular. Entrepreneurship is not only about new ventures or small business organisations however. Organisations of all sizes and types are required to be more responsive and innovative in order to maintain or improve their competitiveness. Today's leaders and managers have to deliberately work towards establishing organisational environments that can unleash the creative potential and individual and collective innovative thinking and abilities of all members of the organisation. All organisational members have to be able to think creatively and work towards innovation. A great challenge is therefore for managers and leaders to be able to create organisational environment conducive to creative work, innovation and entrepreneurial endeavour. Students of this course will be introduced to the challenges accompanying the emerging entrepreneurial revolution. They will be exposed to the importance, nature of and challenges related to creativity, innovation and entrepreneurship. Theoretical and practical perspectives pertaining to creative thinking and behaviour are explored, laying the foundation for further learning about the organisational challenges related to innovation. Students are challenged to search for ways to channel creative ideas into innovative organisational outcomes, such as 'new' value-adding services and/or products as well as other forms of organisational innovation and entrepreneurship such as 'intrapreneurship' (corporate entrepreneurship). This course helps students to integrate contemporary theory with practice and the 'real world of entrepreneurship.
OBJECTIVES

As a result of studying this course, students should be able to:

1. appreciate and understand the role, nature and value of entrepreneurship and the challenges related to entrepreneurial endeavour;
2. analyse and apply relevant principles to promote creativity and innovation for the benefit of existing or new organisations;
3. demonstrate an understanding of and insight into the challenges related to planning for and initiating entrepreneurial endeavours; and
4. discuss and apply managerial leadership know-how and principles to enhance the chances of making entrepreneurial ventures more successful.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. The essentials of creativity, innovation and entrepreneurship</td>
<td>15.00</td>
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<tr>
<td>2. Developing creativity</td>
<td>30.00</td>
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<tr>
<td>3. Innovation in organisations</td>
<td>30.00</td>
</tr>
<tr>
<td>4. Management and leadership challenges of entrepreneurship</td>
<td>25.00</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

The two textbooks for this course have been bundled together and can be purchased from USQ Bookshop as a 'value pack' at a special discounted price.


REFERENCE MATERIALS:

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Bills, T & Genasi, C 2004, Creative business: achieving your goals through creative thinking and action, Palgrave,


**STUDENT WORKLOAD REQUIREMENTS:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
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<tr>
<td>Directed Study</td>
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<tr>
<td>Private Study</td>
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**ASSESSMENT DETAILS**

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>ASSIGNMENT 1</td>
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<td>10.00</td>
<td>09 Aug 2004</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>20.00</td>
<td>20.00</td>
<td>03 Sep 2004</td>
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<td>ASSIGNMENT 3</td>
<td>50.00</td>
<td>50.00</td>
<td>04 Oct 2004</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>20.00</td>
<td>20.00</td>
<td>END S2 (see note 1)</td>
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</table>

**NOTES:**

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.
IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   If you are an international student in Australia you are advised to attend all classes
   at your campus. Failure to attend may infringe the conditions of your student visa.
   For all other students, there are no attendance requirements for this course. However,
   it is the students’ responsibility to study all material provided to them or required
   to be accessed by them to maximise their chance of meeting the objectives of the
   course and to be informed of course-related activities and administration.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete each of the assessment items satisfactorily, students must obtain at
   least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a
   penalty of 20% of the total marks available for the assignment may be applied for
   each working day late.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the
   summative assessment items (all three assignments as well as the examination),
   and achieve an aggregated mark of at least 50% in the total marks allocated for the
   assignments and the examination.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate
   of the marks obtained for each of the summative assessment items in the course.

6 Examination information:
   There is a 2-hour examination in this course which will carry only a 20% weight
   of the total marks and hence the final grade for this course. It will be a closed book
   examination. Students will not be allowed to bring any mobile phones, pagers or
   other electronic means of communication into the examination room. Candidates
   will only be permitted to to bring writing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
   Any deferred or Supplementary examinations for this course will be held during
   the next examination period.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10
   Academic Misconduct for further information and to avoid actions which might
   contravene University Regulations. These regulations can be found at the URL
   http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also
   read the Faculty of Business Guide to Policies and Procedures of the Faculty which
   can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student
   must despatch the assignment to the USQ. The onus is on the student to provide
   proof of the despatch date, if requested by the Examiner. (ii) Students must retain
a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (iii) The Examiner may grant an extension of the due date of an assignment in extenuating circumstances. Students may apply for an extension through the DEC or directly to the course leader at least two weeks before the due date (unless this is not possible due to circumstances). Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant Examiner. (iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the Examiner to negotiate such special arrangements. (vi) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the Examiner's convenience.

2 Course Weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in the assignments or the examination.