MGMT20146 *Innovation and Design Thinking*
Term 2 - 2018

Profile information current as at 16/05/2024 05:09 pm

All details in this unit profile for MGMT20146 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

Organisations need to respond to changes in the external environment to maintain their currency and to meet the needs of their customers and stakeholders. In this unit, you will focus on understanding the range of design choices available to organisations given the key contingency factors of environment, size, technology and work systems, and business strategy. The unit will enhance your ability to analyse these contingency factors, develop a range of structural options and recommend practical innovation systems for organisations using a range of tools and perspectives, including design thinking and disruptive innovation that assists in the creation of new markets and value networks. The unit will improve your capability in analysing and synthesising information to develop innovative solutions that improve business or organisational performance. You will also consider the factors that can affect new systems and processes including the organisational and human resources and the stakeholder support required for successful implementation.

Details

Career Level: *Postgraduate*
Unit Level: *Level 9*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Only students enrolled in CL20 Master of Business Administration will be permitted to enrol in this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 2 - 2018

- Distance
- Melbourne

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**
Weighting: 40%
2. **Presentation**
Weighting: 30%
3. **Report**
Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Critically analyse the range of structures that organisations can adopt based on key contingency factors that include the nature of the environment, the technology, organisational size and work systems available and the strategic direction of the business
2. Assess business information that provides insight into innovation and entrepreneurial strategies that lead to the development of new business processes, products, services and markets
3. Develop and evaluate innovative business solutions that improve business or organisational processes using established principles, business models and emerging approaches such as disruptive strategy and design thinking
4. Analyse and reflect on the managerial leadership capabilities required to implement innovation and business processes and or new products or services
5. Interpret and transmit knowledge, skills and ideas regarding innovative business proposals to internal and external stakeholders that will assist in securing resources and managerial support required for effective implementation.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level ° Introductory Level ° Intermediate Level ● Graduate Level ° Professional Level ° Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 40%	●	●	●		
2 - Presentation - 30%	●		●	●	●
3 - Report - 30%		●		●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	°	°	°	°	°
2 - Communication			°	°	°
3 - Cognitive, technical and creative skills	°	°	°		°
4 - Research	°	°	°	°	°
5 - Self-management				°	°
6 - Ethical and Professional Responsibility	°	°		°	°
7 - Leadership	°			°	°

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
8 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Written Assessment - 40%	○	○	○	○				
2 - Presentation - 30%	○	○			○	○		
3 - Report - 30%	○	○	○	○			○	

Textbooks and Resources

Textbooks
MGMT20146

Prescribed

Business Model Generation
(2010)
Authors: Osterwalder, A. & Pigneur, Y.
John Wiley and Sons
Hoboken , NJ , USA
ISBN: 978-0-470-87641-1
Binding: eBook
MGMT20146

Prescribed

Designing for Growth: A Design Thinking Tool Kit for Managers
(2011)
Authors: Liedtka, J. & Ogilvie, T.
Columbia University Press
New York , NY , USA
ISBN: 978-0-231-52796-5
Binding: eBook
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Prescribed

Managing Innovation: Integrating Technological, Market and Organizational Change
Edition: 5th edn revised (2013)
Authors: Tidd, J. & Bessant, J.
John Wiley and Sons
Hoboken , NJ , USA
ISBN: 978-1-118-36063-7
Binding: Paperback

Additional Textbook Information
Please note the ebooks listed will be available through the CQUni Library website. However, if you prefer you own paper copy, they are still available at the CQUni Bookshop here: http://bookshop.cqu.edu.au

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 6th Edition (APA 6th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Tage Andersson Unit Coordinator
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Swee Kuik Unit Coordinator
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Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Innovation, Business Development and Value Creation.	Tidd & Bessant, Chapter 1: Innovation - What it is and Why it Matters. Osterwalder & Pigneur, Section 1: Business Model Canvas.	

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Processes and Models.	Tidd & Bessant, Chapter 2: Innovation as a Core Business Process. Osterwalder & Pigneur, Section 2: Business Model Patterns.	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Design Thinking and the Innovative Organisation.	Tidd & Bessant, Chapter 3: Building the Innovative Organisation. Liedtka & Ogilvie, Section 1: The Why and How of Design Thinking Osterwalder & Pigneur, Section 3: Business Model Design.	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Innovation Strategies.	Tidd & Bessant, Chapter - Chapter 4: Developing an Innovation Strategy. Osterwalder & Pigneur - Section 4: Strategy.	

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Sources of Innovation and Design Insight.	Tidd & Bessant, Chapters 5 & 6: Sources of Innovation & Innovation Networks. Liedtka & Ogilvie, Section 2: What is?	**Individual report: The innovation strategy** Due: Week 5 Wednesday (8 Aug 2018) 1:00 pm AEST

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
There are no on-campus classes this week		

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Concept Development and Value Creation.	Tidd & Bessant, Chapters 7 & 8: Decision Making Under Uncertainty & Building the Innovation Case. Liedtka & Ogilvie, Section 3: What if?	

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Products and Services.	Tidd & Bessant, Chapter 9: Creating New Products and Services. Liedtka & Ogilvie, Section 4: What wows?	

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic

| Group Presentations. | Resources are provided on the unit website. | **Group poster presentation: The value proposition** Due: Week 8 Wednesday (5 Sept 2018) 1:00 pm AEST |

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Open Innovation and Co-creation Design.	Tidd & Bessant, Chapter 10: Exploiting Open Innovation and Collaboration. Liedtka & Ogilvie, Section 5: What works?	

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurship and New Ventures.	Tidd & Bessant, Chapter 11: Exploiting Entrepreneurship and New Ventures.	

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing Learning and Knowledge.	Tidd & Bessant, Chapters 12 & 13: Capturing the Benefits of Innovation & Capturing Learning from Innovation.	

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
Innovation Trends.	Resources are provided on the unit website.	**Individual report: The business proposal** Due: Week 12 Wednesday (3 Oct 2018) 1:00 pm AEST

Assessment Tasks

1 Individual report: The innovation strategy

Assessment Type
Written Assessment

Task Description
This assessment must be completed by students individually. The assessment is designed for students to develop understanding of the close links between the business environment, business innovation strategy, business capabilities and business value creation. The assessment involves writing a 1500 word innovation strategy report in response to a real case. Assessment details, tasks, materials and guidance will be provided on the unit website. Submit your report with a cover sheet showing the unit name and number, assessment number, your name and student number. Feel free to discuss your assessment ideas in the unit discussion forum, before you complete and submit the assessment.

Assessment Due Date
Week 5 Wednesday (8 Aug 2018) 1:00 pm AEST

Return Date to Students

Results and feedback will be made available on the unit website within 2 weeks.

Weighting
40%

Assessment Criteria
Your report will be assessed according to the following criteria.
Your report must demonstrate:

1. Thorough understanding of relevant innovation management concepts, principles, theories, tools and models in regards to the assessment tasks. 60%
2. Appropriate and well structured, concise and clear expression of innovation management arguments. 10%
3. Clear flow of thought throughout the paper with a clear and succinct purpose described in the introduction and a clear and succinct conclusion. 10%
4. Critical review skills and integration of relevant academic and profession literature. A minimum of five (5)

academic journals must be used. 10%
5. Appropriate in text referencing and reference list. Adherence to CQUniversity APA Reference Style. 5%
6. Clarity of expression, grammar and spelling. Appropriate report format within (±10%) of the word limit: 1500 words. 5%

Referencing Style

- [American Psychological Association 6th Edition (APA 6th edition)](#)

Submission
Online

Learning Outcomes Assessed

- Critically analyse the range of structures that organisations can adopt based on key contingency factors that include the nature of the environment, the technology, organisational size and work systems available and the strategic direction of the business
- Assess business information that provides insight into innovation and entrepreneurial strategies that lead to the development of new business processes, products, services and markets
- Develop and evaluate innovative business solutions that improve business or organisational processes using established principles, business models and emerging approaches such as disruptive strategy and design thinking

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

2 Group poster presentation: The value proposition

Assessment Type
Presentation

Task Description
This is a group assessment. The assessment is designed for students to apply design thinking processes and tools. It involves the creation of a group poster and a group presentation in class (on-campus students) or group video presentation (distance students). Assessment details and guidance will be provided on the unit website in Moodle and in class. The assessment enables students to propose a new conceptual idea and demonstrate the effectiveness of design thinking processes and tools. The conceptual design must be creative and innovative and tackle a particular problem in our daily life. The selection of the conceptual idea and design must be discussed with the assigned lecturer. The proposed conceptual idea and design may be useful for the business proposal in assessment 3. Students are required to self-select into and form groups of 3-4 students, maximum of 5 students. On-campus students confirm groups with the assigned lecturer. Distance students confirm groups via email with the unit coordinator.

Assessment Due Date
Week 8 Wednesday (5 Sept 2018) 1:00 pm AEST

Return Date to Students

Results and feedback will be made available on the unit website within 2 weeks.

Weighting
30%

Assessment Criteria
Your poster and presentation will be assessed according to the following criteria.
Your poster and presentation must demonstrate:

1. Understanding of design thinking by providing correct information, which is distinguished clearly from own opinion. 20%
2. Synthesis and summarizing skills by displaying a clear and concise message on the poster. 20%
3. Ability to effectively use structure, aesthetics and layout of the poster. 20%
4. Ability to present the poster, within a given time limit, in a cohesive manner, without being a verbatim repeat of the poster. 25%
5. Breadth and quality of research, using a minimum of 5 academic sources. 5%
6. Correct use of the APA referencing system. 10%

Referencing Style

- [American Psychological Association 6th Edition (APA 6th edition)](#)

Submission
Group

Submission Instructions
Only one person per group submits on behalf of the group in Moodle.

Learning Outcomes Assessed

- Critically analyse the range of structures that organisations can adopt based on key contingency factors that include the nature of the environment, the technology, organisational size and work systems available and the strategic direction of the business
- Develop and evaluate innovative business solutions that improve business or organisational processes using established principles, business models and emerging approaches such as disruptive strategy and design thinking
- Analyse and reflect on the managerial leadership capabilities required to implement innovation and business processes and or new products or services
- Interpret and transmit knowledge, skills and ideas regarding innovative business proposals to internal and external stakeholders that will assist in securing resources and managerial support required for effective implementation.

Graduate Attributes

- Knowledge
- Communication
- Self-management
- Ethical and Professional Responsibility

3 Individual report: The business proposal

Assessment Type
Report

Task Description
The assessment is designed for students to develop and pitch a business proposal in a real-world setting. The business proposal must be for an innovation of your choice within a specific organisation. The assessment involves writing a 1500 word business proposal report. Assessment details and guidance will be provided on the unit website. Submit your report with a cover sheet showing the unit name and number, assessment number, your name and student number. Feel free to discuss your assessment ideas in the unit discussion forum, before you complete and submit the assessment.

Assessment Due Date
Week 12 Wednesday (3 Oct 2018) 1:00 pm AEST

Return Date to Students

Results and feedback will be made available on the unit website within 2 weeks.

Weighting
30%

Assessment Criteria
Your report will be assessed according to the following criteria.

Your report must demonstrate:

1. Thorough understanding of relevant innovation management concepts, principles, theories, tools and models in regards to the assessment tasks. 60%
2. Appropriate and well structured, concise and clear expression of innovation management arguments. 10%
3. Clear flow of thought throughout the paper with a clear and succinct purpose described in the introduction and a clear and succinct conclusion. 10%
4. Critical review skills and integration of relevant academic and profession literature. A minimum of ten (10) academic journals must be used. 10%
5. Appropriate in text referencing and reference list. Adherence to CQUniversity APA Reference Style. 5%
6. Clarity of expression, grammar and spelling. Appropriate report format within (±10%) of the word limit: 1500 words. 5%

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Learning Outcomes Assessed

- Assess business information that provides insight into innovation and entrepreneurial strategies that lead to the development of new business processes, products, services and markets
- Analyse and reflect on the managerial leadership capabilities required to implement innovation and business processes and or new products or services
- Interpret and transmit knowledge, skills and ideas regarding innovative business proposals to internal and external stakeholders that will assist in securing resources and managerial support required for effective implementation.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Leadership

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem