



SDES9203 Entrepreneurship, Innovation and Creativity

Term T2, 2019

Course Information

Units of Credit: 6

Course Overview

Course Description

This course provides an understanding of the various definitions of entrepreneurship, innovation and creativity and how they intersect, influence and are shaped by designers. Creativity tools and different models of thinking are examined from a theoretical and real world perspective, to provide students with knowledge and practical techniques to help develop their careers.

Entrepreneurship takes many forms in different organisations and industries, and this course demonstrates the interconnectedness between new creative ideas, innovations, design thinking methods, and the various components needed to become an entrepreneur. Personal traits, different working environments, and various creative processes combine to enhance innovative idea development, and this is critically explored in the course content. Through lectures, tutorials, case studies and active learning in assessed coursework, students will engage with examples of entrepreneurial innovation, and develop their own creative capacity.

Course Learning Outcomes

On completion of this course, the student should be able to:

1. Identify opportunities to develop design knowledge and apply skills in researching selected themes, tools, methods and aspects of entrepreneurship, innovation and creativity.
2. Critically analyse and discuss the influence that personal traits, environments and processes have on successfully developed, innovative ideas in relation to successful entrepreneurs.
3. Communicate their observations regarding opportunities to enhance entrepreneurship, innovation and creativity through the use of applied design strategies, in well-designed presentations.

Teaching and Learning in this Course

This courses uses a variety of teaching approaches:

Blended/online

- Review - assessment tool
- Turnitin - originality checking
- Echo360 - lecture recording
- Moodle - learning management system

Assessment

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 1	Creative Problem Finding and Reframing	30%	Written Report
Assessment Task 2	Innovation Research and Development	30%	Written Report
Assessment Task 3	Entrepreneurial Strategic Plan	40%	Written Report

References for this Course

References and other resources for this course are provided in a separate annotated reading list, with active embedded links. Weekly readings and website recommendations will be provided to students. Some of the links provided are also associated with books, such as *The Lean Start Up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries (2011). Other publications such as the book *Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers* by Alexander Osterwalder and Yves Pigneur (2010) have working templates available for download from the internet under a Creative Commons License. Additional relevant content and resources will be provided in the weekly SDES9203 Course Update on Moodle, so please check Moodle regularly. You should also check your UNSW email regularly, or arrange to have it forwarded to your home email account. Email accounts should be actively maintained and old content regularly deleted to ensure your account does not reach capacity.

Journals:

Creativity and Innovation Management ISSN (electronic) Online in the UNSW Library 0963-1690

Creativity Research Journal: Published by Lawrence Erlbaum Associates, Inc. ISSN (electronic): 1532-6934 UNSW Library 1040-0419 This well-established journal publishes high quality, scholarly research capturing the full range of approaches to the study of creativity - behavioural, clinical, cognitive, cross-cultural, developmental, educational, genetic, organisational, psychoanalytic, psychometric, and social. Interdisciplinary research is also published, as is research within specific domains such as art and science, as well as on critical issues such as aesthetics, genius, imagery, imagination, incubation, insight, intuition, metaphor, play, and problem finding and solving.

Innovation: Journal of the Interdisciplinary Centre for Comparative Research in Social Sciences ISSN (electronic) Online in the UNSW Library