



*MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.*

## OVERVIEW

**Course Description** Embracing novelty implies comfort with uncertainty and the courage to explore creative paths in situations where detailed roadmaps are not available. This course will equip students with the insight and confidence to create novelty in any organisational context. Creating something “new” implies a comparison to something that already exists. Understanding the context within which new ideas are expected to take hold is an essential starting point for discovering insights into the elements where customer needs are poorly or not at all addressed. The discovery process (Opportunity identification, Imaging solutions, Explore your opportunity, and Evaluating your solutions) in this course relies on a framework that moves from “what is” (context) to “what if” (possibilities) to “what wows” (concepts) to “what works” (launch). Overall, students will learn how to apply design thinking principles and ultimately turn problems into real-world opportunities.

**Contact Hours** **Integrated Learning Session**  
Face to Face On Campus  
Two (2) hour(s) per Week for Full Term  
Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

**Unit Weighting** 10  
**Assumed Knowledge Workload** MNGT1002 Introduction to Entrepreneurship and Innovation  
Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

**Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.**

**Student Consultation** A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.

**Course Learning Outcomes** **On successful completion of this course, students will be able to:**

1. Articulate, investigate and reframe “problems” into “opportunities”;
2. Explain the importance of understanding the context for identifying and developing opportunities;
3. Develop solutions through the creative process of ideation;
4. Apply design thinking principles in practice; and
5. Evaluate potential solutions, justifying the methods or processes used to reach them.

# COURSE OUTLINE

# ASSESSMENT DETAILS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Insights Report	Wednesday 11:59 pm, Week 6	Individual	15%	1, 2, 3, 5
2	Innovation Idea Report and presentation	Wednesday 11:59 pm, Week 12	Group	45%	2, 4, 5
3	Reflective Journal	Wednesday 11:59 pm, Week 13	Individual	40%	1, 4, 5

**Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.**  
**Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Triester.**

## Time referenced is time in Newcastle NSW

<b>Late Submissions</b>	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. <b>Note:</b> this applies equally to week and weekend days.
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### Assessment 1 – Insights Report

<b>Assessment Type</b>	Visualisation
<b>Purpose</b>	The insights report describes and visualises insights collected from primary and secondary research sources.
<b>Description</b>	The report is a critical input for the second assessment – the innovation idea report. After conducting thorough research, the insights report provides an organised and coherent method for insight analysis and distillation. Specific research methods, findings and associated insights are required.
<b>Weighting</b>	15%
<b>Length</b>	Two (2) A4 pages
<b>Due Date</b>	Wednesday, Week 6 by 11:59 pm
<b>Submission Method</b>	Turnitin
<b>Assessment Criteria</b>	Detailed marking criteria will be provided on CANVAS
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

### Assessment 2 - Innovation Idea Report and Presentation

<b>Assessment Type</b>	Report / Presentation
<b>Purpose</b>	The innovation idea report expresses how a novel idea was developed from research insights, and then how the idea has been brought to life and tested.
<b>Description</b>	The idea report consists of two parts. The first part includes a written explanation detailing the transition from research insights to an innovation idea, and finally to prototyping and testing the idea. The second part is a pitch of the idea, including a simple prototype. A prototype can take many forms – it can consist of photos, video, a simple physical construction or a digital prototype. For students using physical constructions, photos or video will be required.
<b>Weighting</b>	45%
<b>Length</b>	PowerPoint presentation plus report 1500-2000 words and attachments
<b>Due Date</b>	Wednesday, Week 12 by 11:59 pm
<b>Submission Method</b>	Turnitin
<b>Assessment Criteria</b>	Detailed marking criteria will be provided on CANVAS
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 3 - Reflective Journal

<b>Assessment Type</b>	Journal
<b>Purpose</b>	The reflective journal challenges students to critically and deeply think about how their learnings in this course are developing their knowledge, skills and abilities to Ideate.
<b>Description</b>	The reflective journal is an account of the learning experience in the Ideation in Enterprise course. It is a means for students to engage analytically with the module content. A critical component of this journal is students reflecting on how they navigated their own biases and how this impacted the outcome.
<b>Weighting</b>	40%
<b>Length</b>	1500-2000 words plus attachments
<b>Due Date</b>	Wednesday, Week 13 by 11:59 pm
<b>Submission Method</b>	Turnitin
<b>Assessment Criteria</b>	Detailed marking criteria will be provided on CANVAS
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## SYLLABUS

### Course Content

#### Topics in the course include but are not limited to the following:

1. Opportunity identification
2. Problem articulation and reframing problems into opportunities
3. Putting the opportunity into context defining boundaries
4. Understanding the role of empathy and insight into opportunity development
5. Understanding barriers to potential opportunities i.e. competitive landscapes, technology forecasting
6. The role of inspiration and stakeholders in imagining solutions
7. Mind mapping, storyboarding and visualisations to communicate problems and opportunities
8. Rapid ideation techniques
9. Effective evaluation of solutions

### Course Materials

#### Required Text:

There is no required text for this course.

Please refer to the course CANVAS site for details of additional recommended texts.

# SCHEDULE

Week	Topic	Workshop Activities
1	What is Creativity and Innovation?	Class Discussion and Learning Activity
2	Where Big Innovations Came From	Class Discussion and Learning Activity
3	Your Innovation Challenge	Class Discussion and Learning Activity
4	The role of empathy in innovation	Class Discussion and Learning Activity
5	Insights for Innovation: Interviews and Observation	Class Discussion and Learning Activity
6	Innovation Ideation	Class Discussion and Learning Activity
7	Innovation Ideation 2	<b>Assessment 1 due:</b> Wednesday 11:59 pm, Week 6 Class Discussion and Learning Activity
8	Innovation Ideation 3	Class Discussion and Learning Activity
9	Prototyping and Testing	Class Discussion and Learning Activity
10	Storytelling	Class Discussion and Learning Activity
11	Practice Presentation	Class Discussion and Learning Activity
12	Final Presentation	Class Discussion and Learning Activity
13	Reflection	<b>Assessment 2 due:</b> Wednesday 11:59 pm, Week 12 Class Discussion and Learning Activity  <b>Assessment 3 due:</b> Wednesday 11:59 pm, Week 13

**Class preparation – refer to course CANVAS site**

**If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.**

# CONTACTS

## School Offices

### Newcastle Business School – Callaghan, Newcastle City & Online

NU Space  
409 Hunter Street  
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### Newcastle Business School - Ourimbah

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### Newcastle Business School - Sydney

55 Elizabeth Street  
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### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

100 Victoria Street #13-01/02  
National Library Building  
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[Singapore-StudentCentral@newcastle.edu.au](mailto:Singapore-StudentCentral@newcastle.edu.au)  
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# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

<b>Communication Methods</b>	Communication methods used in this course include: <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
<b>Oral Interviews (Vivas)</b>	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the <a href="#">Oral Examination (viva) Procedure</a> . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol> Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a>
<b>Important Policy Information</b>	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> that support a safe and respectful environment at the University.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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