

BUSA90218 Innovation

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2014.
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Contact:	programservices@mbs.edu (mailto:programservices@mbs.edu)
Subject Overview:	<p>During the week-long intensive subject, students will be introduced to a number of techniques and concepts covering (1) individual creativity and brainstorming, (2) team creativity, (3) innovation within small and large firms, and (4) linking ideas from the subject to other subjects including strategy, marketing and operations.</p> <p>The subject will be a hands-on experiential subject, with a focus on a real-world project to help the students acquire practical skills. It is not a "theory" subject</p> <p>We want our students to think outside the box, regardless of whether they become entrepreneurs, to be creative and inventive within their job scopes, whether they decide to start entrepreneurial firms later on, or if they join existing firms. Such skills are becoming more important to employers as many industries face rapidly changing market conditions and innovative global competitors</p>
Learning Outcomes:	<p>Students should:</p> <ul style="list-style-type: none"> # Investigate concepts of innovative behaviour and their relevance in both small and large organisations # Examine the processes of successful value creation and innovation in new and existing businesses # Learn skills for creating innovative ideas and solutions
Assessment:	Class participation (10%) Ongoing 2 group projects (90%) 2,500 words each Presentations and project business analysis End of the intensive week
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Related Course(s):	Master of Business Administration