

# COMM 7001 ADAPTIVE LEADERSHIP, MANAGEMENT AND TEAM WORK

**Credit Points** 20

**Legacy Code** 102519

**Coordinator** Kate Richards ([https://directory.westernsydney.edu.au/search/name/Kate Richards/](https://directory.westernsydney.edu.au/search/name/Kate%20Richards/))

**Description** The Creative Industries provide opportunities for innovative and integrative working styles and methods, particularly in SMEs and multi-disciplinary collaborations. This industry-facing unit provides an understanding and application of specified theories and methods of leadership, management and collaboration, with a creative, technological and/or entrepreneurial focus. You will devise an individual, semester-long professional development challenge in leadership, management or collaboration and apply your learnings to problem-solve a current professional situation. A supplementary collaborative group project allows you to apply and customise industry roles, techniques and processes in a strategic response to a client brief. You will investigate and analyse one model of leadership, management or collaboration that is found in the creative industries.

**School** Humanities & Comm Arts

**Discipline** Communication and Media Studies, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 4 20cp

**Level** Postgraduate Coursework Level 7 subject

**Restrictions**

Students must be enrolled in a postgraduate program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Implement a professional development challenge in leading, managing or collaborating, supported by journaling or meditation, enhanced by self-reflection and applicable to the student's own professional context and development.
2. Apply the principles of leadership, management and collaboration in the creative industries.
3. Discern and qualify your own values and attributes in regards to leading, managing and collaborating.
4. Evaluate and apply appropriate leadership, management and collaboration methods to a group project.
5. Investigate a relevant and specified leadership, management or collaborative method, model or technique.

## Subject Content

Overview of specified theories and models of leadership relevant to the Creative Industries.

Management and project management methods, techniques and tools to facilitate creative and technical teams' best potential and to drive innovation.

Methods for effective and inclusive cross-disciplinary collaboration in the ideation, production, distribution cycle.

A semester-long, student-defined professional development challenge in either leading, managing or collaborating.

Tools for supporting professional development and creativity. Collaborative group project in which students apply and customise industry roles, techniques and processes in a strategic response to a client brief.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Log/workbook and presentation	10 entries of 200 words each throughout the semester; 10 minute presentation.	20	N	Individual
Devise and present a team structure, set of management methods and workflows for a creative industries project.	7,000 words, plus diagrams, tools as appropriate.	50	N	Group
Report	2,500 words	30	N	Individual

Teaching Periods