BUSM 3006 DESIGN THINKING FOR CREATIVITY

Credit Points 10

Legacy Code 200918

Coordinator Nhi Nguyen Thi Thanh (https://directory.westernsydney.edu.au/search/name/Nhi Nguyen Thi Thanh/)

Description Innovation and creative thinking are important skills in strategy development. Part of this process is the ability to solve problems and discover new opportunities; or in other words, the notion of "design thinking". This subject introduces students to concepts and frameworks to create innovative products, services and systems for a range of enterprises, industries and markets. Students will explore and analyse business and social networks, clusters and ecosystems via practice based projects. Design thinking principles will be applied to systematically develop ideas into innovative solutions as a way to drive business growth.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Restrictions Successful completion of 80 credit points.

Assumed Knowledge

Students should have a foundation knowledge of business markets and innovation theory.

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Critically analyse innovation in different enterprise or social contexts.
2. Evaluate the practice and protocols of professional and social networks.
3. Use creativity and innovation to solve strategic business markets problems.
4. Demonstrate the process of creative thinking.

Subject Content

1. The innovation cycle including ideation, creativity and innovation.
2. Business and social enterprise innovation.
3. Innovation networks, clusters and ecosystems, identification, standards and protocols.
4. Innovation within a marketing context.
5. Creativity principles, frameworks and methods.
6. Introduction to design thinking principles and frameworks.
7. Developing ideation into innovative products, services, processes, and enterprises.

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.

Type	Length	Percent	Threshold	Individual/Group Task
Proposal	1,000 words equivalency	25	N	Individual
Report	2,000 words equivalency	45	Y	Individual
Report	Part 1: Group report 2,000 words (20%) & Part 2: In class presentation 15 minutes (10%)	30	N	Both (Individual & Group)

Teaching Periods

Autumn (2022)
Online
Online
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-AUT_ON_O#subjects)

Parramatta City - Macquarie St
Evening
Subject Contact Nhi Nguyen Thi Thanh (https://directory.westernsydney.edu.au/search/name/Nhi Nguyen Thi Thanh/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-AUT_PC_E#subjects)

Day
Subject Contact Nhi Nguyen Thi Thanh (https://directory.westernsydney.edu.au/search/name/Nhi Nguyen Thi Thanh/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-AUT_PC_D#subjects)

WSU Online TRI-1 (2022)
Wsu Online
Online
Subject Contact Helen Lambourne (https://directory.westernsydney.edu.au/search/name/Helen Lambourne/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-OT1_OW_O#subjects)

Sydney City Campus - Term 1 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-SC1_SC_D#subjects)

UEH-Session 1 (2022)
Vietnam
Day
Subject Contact Nhi Nguyen Thi Thanh (https://directory.westernsydney.edu.au/search/name/Nhi Nguyen Thi Thanh/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-UT1_UE_D#subjects)

UEH-Session 2 (2022)
Vietnam
Day
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-UT2_UE_D#subjects)

Spring (2022)
Parramatta City - Macquarie St
Day
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-SPR_PC_D#subjects)

WSU Online TRI-3 (2022)
Wsu Online
Online
Subject Contact Lisa Rohanek (https://directory.westernsydney.edu.au/search/name/Lisa Rohanek/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-OT3_OW_O#subjects)

Sydney City Campus - Term 3 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-SC3_SC_D#subjects)

UEH-Session 3 (2022)
Vietnam
Day
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3006_22-UT3_UE_D#subjects)

Vietnam Session 1 (2023)
Vietnam
On-site
Subject Contact Nhi Nguyen Thi Thanh (https://directory.westernsydney.edu.au/search/name/Nhi Nguyen Thi Thanh/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_23-UT1_UE_1#subjects)

Autumn (2023)
Online
Online
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_23-AUT_ON_2#subjects)

Parramatta City - Macquarie St
On-site
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_23-AUT_PC_1#subjects)

Sydney City Campus - Term 1 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_23-SC1_SC_1#subjects)

Vietnam Session 2 (2023)
Vietnam
On-site
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_23-UT2_UE_1#subjects)

WSU Online TRI-2 (2023)
Wsu Online
Online
Subject Contact Nhi Nguyen Thi Thanh (https://directory.westernsydney.edu.au/search/name/Nhi Nguyen Thi Thanh/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_23-OT2_OW_2#subjects)

Spring (2023)
Parramatta City - Macquarie St
On-site
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_23-SPR_PC_1#subjects)

Sydney City Campus - Term 3 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=BUSM3006_23-SC3_SC_1#subjects)