

BUSM 2049 CREATIVE AND INNOVATIVE THINKERS

Credit Points 10

Coordinator Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

Description This subject explores how to use creativity and innovation skills to solve real world problems and provides students with opportunities to work on projects directly with industry. Through practical, hands-on activities, students work through ideas using well-recognised and used tools and techniques. Innovation and creativity skills are highly sought after globally across all sectors. Creativity is increasingly important as a fundamental differentiating skill for graduates and ranks in the top three employability skills. This subject is recommended for all students in all programs who want to establish continuous collaborative engagement with industry and grow personal, career, self-employment and networking opportunities.

School Graduate Research School

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

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

Level Undergraduate Level 2 subject

Equivalent Subjects BUSM 2047

Learning Outcomes

1. Identify opportunities to address challenges and create impact.
2. Analyse ideas using innovation tools.
3. Apply creative thinking and problem solving using a human-centric approach.
4. Identify problem solving skills that are relevant for concrete industry applications.
5. Use research skills to identify impact and creative solutions.
6. Communicate in a relatable and inclusive manner to a range of audiences.
7. Collaborate with peers, industry and like-minded creatives.

Subject Content

- Introduction to Innovation Design, Approaches and Tools
- Human Centred Design
- Growth Mindset and Empathy
- Divergent and Convergent Thinking
- Unique Value Proposition
- Innovation "Sweet Spot"
- Prototyping
- Storytelling

Special Requirements

Essential equipment

Laptop

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	Mandatory
Applied Project	1000 words equivalent (text & images)	30	N	Individual	N
Presentation	10 minute video	40	N	Individual	N
Presentation	10 minutes	30	N	Group	N

Teaching Periods

Autumn (2025)

Parramatta City - Macquarie St

Hybrid

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2049_25-AUT_PC_3#subjects)

Spring (2025)

Parramatta City - Macquarie St

Hybrid

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