

BUSM 3006 DESIGN THINKING FOR CREATIVITY

Credit Points 10

Legacy Code 200918

Coordinator Tendai Chikweche ([https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/](https://directory.westernsydney.edu.au/search/name/Tendai%20Chikweche/))

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 fees 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	Mandatory
Proposal	1,000 words equivalency	25	N	Individual	Y
Report	2,000 words equivalency	45	Y	Individual	Y
Report	Part 1: Group report 2,000 words (20%) & Part 2: In class presentation 15 minutes (10%)	30	N	Group/ Individual	Y

Teaching Periods

Vietnam Session 1 (2025)

Vietnam

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3006_25-UT1_UE_1#subjects)

Autumn (2025)

Parramatta City - Macquarie St

On-site

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Sydney City Campus - Term 1 (2025)

Sydney City

On-site

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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Vietnam Session 2 (2025)

Vietnam

On-site

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WSU Online TRI-2 (2025)

Wsu Online

Online

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Spring (2025)

Parramatta City - Macquarie St

On-site

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Vietnam Session 3 (2025)

Vietnam

On-site

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Sydney City Campus - Term 3 (2025)

Sydney City

On-site

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