BUSM 7048 INNOVATION, CREATIVITY AND FORESIGHT

Credit Points 10

Legacy Code 200852

Coordinator Hasnain Zaheer (https://directory.westernsydney.edu.au/search/name/Hasnain Zaheer/)

Description Creativity is a systematic, logical process mixing imaginative and creative thinking. Ideation is a process for forming and relating ideas derived through creativity. Innovation seeks to take ideas through invention and entrepreneurial processes to create new economic and social value. Students will be exposed to a variety of brainstorming, creativity and foresight methods and tools, with emphasis on scenario planning methods. Students will be introduced to workshop development, moderation and management approaches and methods. Selected key themes on economic, social, technological, and sustainable development for Australia over the next 10-30 years will be analysed and developed through a scenario planning workshop process, with outputs mapped to business and social innovation and entrepreneurship thinking, and platforms. Students will also be exposed to creativity and foresight methods used by the Western Sydney University Launch Pad Business Technology Incubator.

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 Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program or be enrolled in the Master of Information and Communications Technology (Advanced), Master of Information and Communications Technology, Master of Research or or Master of Science ? Food Science Specialisation.

Learning Outcomes

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

1. Describe, assess and select appropriate methods, principles and frameworks for creativity, ideation and innovation as individual steps or as a complete cycle;
2. Classify key foresight principles, methods and tools;
3. Develop, commission, and moderate creativity and foresight workshops, with emphasis on scenario planning;
4. Develop outputs from scenario planning workshops on key themes related to key issues including �gsustainability�h, economic and business regeneration, smart cities, emerging technologies, and other issues relevant to Australian and regional environmental challenges out to 2030-40.

Subject Content

1. Creativity, ideation and innovation: creating and turning ideas into innovation
2. Creative thinking and ideation philosophies and methods
3. From futures studies to foresight: developing conversations about the future

- foresight philosophy and methods
- Scenario planning approaches and methods
4. Moderating creativity and foresight workshops focused around selected themes for economic, social, technological, and sustainable development out to 2030-40
5. Creativity, ideation and innovation and entrepreneurship sensemaking
- application of creativity and foresight workshop outcomes to innovation, business and social Entrepreneurship mindsets, systems and platforms

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
Essay	1,000 words	30	N	Individual	Y
Report	1,500 words	30	N	Individual	Y
Presentation	2,000 words, 10 minute presentation	40	N	Group	Y

Prescribed Texts

- A Set of Readings and Links under the name of �gInnovation, Creativity and Foresight/Scenario Planning: Readings and Links�h

Teaching Periods

Quarter 1 (2025)
Parramatta City - Macquarie St
On-site
Subject Contact Hasnain Zaheer (https://directory.westernsydney.edu.au/search/name/Hasnain Zaheer/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7048_25-Q1_PC_1#subjects)

Sydney City Campus Quarter 1 (2025)
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=BUSM7048_25-SQ1_SC_1#subjects)

Vietnam Quarter 1 (2025)
Vietnam
On-site
Subject Contact Hasnain Zaheer (https://directory.westernsydney.edu.au/search/name/Hasnain Zaheer/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7048_25-UQ1_UE_1#subjects)

Vietnam Quarter 2 (2025)
Vietnam
On-site
Subject Contact Hasnain Zaheer (https://directory.westernsydney.edu.au/search/name/Hasnain Zaheer/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7048_25-UQ2_UE_1#subjects)

Quarter 3 (2025)
Parramatta City - Macquarie St
On-site
Subject Contact Hasnain Zaheer (https://directory.westernsydney.edu.au/search/name/Hasnain Zaheer/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7048_25-Q3_PC_1#subjects)

Vietnam Quarter 3 (2025)
Vietnam
On-site
Subject Contact Hasnain Zaheer (https://directory.westernsydney.edu.au/search/name/Hasnain Zaheer/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7048_25-UQ3_UE_1#subjects)

Vietnam Quarter 4 (2025)
Vietnam
On-site
Subject Contact Hasnain Zaheer (https://directory.westernsydney.edu.au/search/name/Hasnain Zaheer/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7048_25-UQ4_UE_1#subjects)