Innovation matters to everyone, including managers in small or large organizations, start-up entrepreneurs, those in government roles, or teachers.

This course looks at how individuals and organizations use creativity and design thinking skills to identify and choose opportunities that enable innovation. Creative problem solving skills are developed and enhanced through a range of real world activities. An overview of design thinking tools is provided to help students understand design thinking as a problem solving approach. Ideas developed using these tools are then applied to a customer discovery approach to understand their value in the marketplace.

This course is part of the [Corporate Innovation Micromasters® Program](#) offered by The University of Queensland. More information on the credential can be found at the end of this syllabus.

WHAT YOU'LL LEARN

The course will explore:

- The nature of human creativity and innovation,
- How creativity and design thinking help businesses to solve complex problems,
- The process and tools of design thinking,
- Different creativity and design processes and how they can be used to generate better ideas,
- How to use a variety of tools to help validate your ideas to improve their chances for impact,
- The use of design sprints to integrate the different elements of the course into a systematic method for generating and testing new ideas, and
- How to build organizations that support creative and innovative thinking.

AUDIENCE AND PREREQUISITES

This course is designed for a general audience, but will suit learners who have an interest in creativity, entrepreneurship and innovation. Prerequisites for the course include English writing/reading proficiency (required) and general knowledge of business processes (recommended).

CERTIFICATION

To earn a verified certificate upon completion of the course, you must enrol as a verified student and achieve a passing grade of 70% or more in graded assessments.

If you are not pursuing a certificate, you can participate in the course without completing the assessments. However, doing the assessments can be very useful for your learning.

COURSE OUTLINE AND FEATURES

To provide learning experiences for students at a variety of levels, our 10 module course contains features that should engage learners for approximately 8-10 hours per module.

Each module within the course contains the following elements: video lectures, core and recommended readings, discussions, activities for application of the content and links to useful resources. As this is a paced course, a new module will be made available at the beginning of each week during the course run.

GETTING STARTED
● Welcome ● MicroMasters® program overview ● Course overview ● Teaching and learning research ● Preliminary survey ● Introduce yourself

MODULE 1: WHAT IS CREATIVITY, INNOVATION AND DESIGN?
● About this module ● What is innovation and why is it important ● Innovation basics ● Creativity ● Design ● Readings

MODULE 2: CREATIVITY MYTHS
● About this module ● Thinking about creativity ● Creativity myths ● Readings

MODULE 3: CREATIVE PEOPLE, CREATIVE ORGANIZATIONS
● About this module ● Personal creativity ● Organizational creativity ● Readings

MODULE 4: IMPACT AND PURPOSE
● About this module ● Purpose ● Value ● Value Proposition Canvas activity ● Readings

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MODULE 5: DESIGN THINKING FOR INNOVATION

- About this module
- Design Thinking
- Case Study
- Readings

MID-COURSE ASSESSMENT

MODULE 6: HOW DO WE LEARN WHAT PEOPLE WANT?

- About this module
- Needs
- Customer discovery
- Readings

MODULE 7: EXPERIMENTS FOR VALUE CREATION

- About this module
- Experiments
- Value Proposition Canvas activity
- Readings

MODULE 8: THE DESIGN SPRINT

- About this module
- Principles of the Design Sprint
- The Design Sprint
- How to make it happen in an organization
- Value Proposition Canvas activity
- Readings

MODULE 9: DISTRIBUTED CREATIVITY

- About this module
- Creative networks
- Going from 'Me' to 'Us'
- Case Study
- Value Proposition Canvas activity and peer assessment
- Readings

MODULE 10: MOVING FROM IDEAS TO IMPACT

- About this module
- Putting it all together
- The creative person
- The creative enterprise
- Readings
- End-of-course evaluation

END-OF-COURSE ASSESSMENT

COURSE MARKING

In order to receive a passing mark in the course, you must achieve an overall mark of 70%, and all assignments must be completed by the due date. Additionally, students who have selected the verified certificate option, who have been verified successfully and who pass the course will gain access to a downloadable course certificate after the course ends.

The following categories make up the assessment for the course:

Surveys	10%	A series of surveys that will help you analyse and reflect on your own creativity, innovation and entrepreneurship qualities.
Mid-Course Assessment	20%	A 20 question multiple-choice test that will cover material you have encountered in the first half of the course.
Value Proposition Canvas Practice and Peer Assessment	40%	After developing a Value Proposition Canvas in Modules 4, 7 and 8 of the course, you will read and mark an example essay before you write and mark essays submitted by your peers in Module 9.
End-of-Course Assessment	30%	A 30 question multiple-choice test that will include 10 questions from Modules 1-5 and 20 questions from Modules 6-10.

DISCUSSION FORUMS

Discussion forums are a place to learn in a friendly - if virtual - setting. Please be respectful of others in our global classroom. The course moderator will respond to questions you might have. If you notice an error in any course materials or a bug in course content, please notify course staff by posting in the forum. It also helps if you put [staff] in the title of your post. If, however, you are experiencing a technical problem with the edX platform, please use the Help link on the top of the page to report your problem to edX directly.

HONOR CODE AND ACADEMIC INTEGRITY

This course is offered online and we encourage collaboration and help between students, but please avoid asking for and posting final answers. Violations of the honour policy undermine the purpose of education and the academic integrity of the course. We expect that all work submitted will be a reflection of one's own original work and thoughts.

Additionally all students are expected to follow the edX Rules of Online Conduct, these rules can be found on the edX website at https://www.edx.org/edx-terms-service.

CORPORATE INNOVATION MICROMASTERS® PROGRAM

The ability to innovate is crucial for business survival and growth in the current climate of rapid technological advancement and changing consumer preferences. Without innovation and entrepreneurship skills, more and more companies are failing when faced with market challenges.

In this MicroMasters program, you will develop the knowledge and skills to encourage innovation and entrepreneurship within your organization. The program will teach you how to understand, integrate and promote innovation in a variety of settings, including public, private and not-for profit organizations and research institutions. Drawing on the innovation value chain, this program will provide you with a comprehensive understanding of the different aspects of corporate innovation, including:

- how to foster creativity and design thinking in the initial idea generation phase
- how organizations can utilize idea management tools to select the most feasible ideas for development, including how to manage and commercialize those ideas as intellectual property;
- how an evidence-based approach to innovation management can be utilized to improve the decision-making process; and
- how to build innovation into the strategy, capabilities and culture of an organization.

During this program, theory will be complemented with real-world case studies, which will help you develop strategies that you can apply to improve business productivity, economic growth and global competitiveness. Additionally, as a verified learner, undertaking the capstone assessment course will provide you with the opportunity to refine your knowledge and skills, with the guidance of UQ experts, through a series of activities that allow you to apply theory and tools to your own ideas.

Graduates of the program will be empowered with the ability to foster entrepreneurial and innovative behaviors in themselves and others; making them well suited to leadership roles within innovation programs, and enhancing an organization's ability to rapidly respond to and survive market threats.

The University of Queensland's MicroMasters® program consists of four online courses and a final capstone (CORPINN1x, CORPINN2x, CORPINN3x, CORPINN4x and CORPINN5x). Learners who successfully pass all four courses in the MicroMasters® program and the Capstone as verified learners will earn the MicroMasters® Credential. These learners are eligible for credit into UQ's Masters Entrepreneurship and Innovation (MEI) degree. Credential holders who meet program entry requirements will receive one semester equivalent credit (8 units), reducing study time by 6 months. Students will need to complete the remaining 12 months of full-time study (16 units) on-campus.

Students enrolled in the MEI degree will be able to select from a range of fields of study: Biotechnology; Design and Information Technology; Food Entrepreneurship; Social and Community Entrepreneurship; and Sustainable Energy. Students will also have the opportunity to apply their knowledge and skills on real business cases through our unique capstone courses.

For more information about this MicroMasters® program and to enroll in the other courses within the program, please visit https://www.edx.org/micromasters/uqx-corporate-innovation.