

Entitlement

Creativity

Prerequisites

B1 level of English language

Main aim

Use innovative thinking techniques and implement individual, group and organizational creativity strategies. Master and develop innovative ideas to improve products, services and strategic business operations and handle complex intra- and entrepreneurial situations creatively.

Summary

The main aim of this course is to introduce the diversity of creativity concept and the development of creativity theories and its importance in entrepreneur environments. The module seeks to develop students' ability to deal with the challenges that can arise when creative process theory is being applied to real life in an organization, to create and propose ways to enhance creativity within organization while using various Creativity Technics and Design Thinking.

Learning Outcomes

1. Understand and reflect upon the diversity of perceptions and definitions of creativity, historical contemporary theories and contemporary research methods in the field of creativity. Relate how the newest studies on creativity are conducted.
2. Understand and reflect upon the roles of creativity in society, provide examples and judge the main ideas on creativity theory by selecting examples.
3. Analyze and apply key learning from scientific papers and chapters into practices related to creativity.
4. Plan and conduct a study on creativity.
5. Develop a preparation plan and conduct creativity session based on creative platform. Understand and reflect upon the relations and interactions between various areas of creativity research
6. Participate in simple and advanced creative processes with focus on new thinking.
7. Understand and reflect upon the effects of social relations, group competencies as well as motivation, physical and psychological environment and thinking styles and different kind of leadership in organizational creativity
8. Understand and reflect upon creative processes and creative techniques related to general enhancement of creativity
9. Analyse and evaluate the output from creative processes
10. Develop and execute creativity training in social settings.
11. Plan and apply creativity technique and models in facilitation of creative processes

Syllabus

1. The definition of creativity. The four P's of creativity
2. Creative thinking models.
3. Contemporary and historical theories of creativity.
4. Research methods in creativity. Various perspectives on creativity studies.
5. An introduction to the analyses of scientific work.
6. The Creative Self-Concept. Roles of creativity in various cultural contexts: regions, cities and societies.
7. Individual and contextual factors that affect creativity. Knowledge, perception and motivation.
8. Ways of measuring creativity of the individual. Types of creativity tests. The Guilford Measures. Torrance Tests of Creative Thinking. The Taxonomy of Creative Design. Csikszentmihalyi's Systems Model.
9. Creativity in organization. Individual – team – organization. Creative mode.
10. Creativity techniques.
11. Creative process models. Design Thinking. Appreciative Inquiry. Creative problem solving. De Bono Techniques. TRIZ. Synectics
12. Overcoming organizational barriers to creativity. Increasing creativity in organizations.
13. Social relations, group competencies, motivation, leadership styles, thinking styles, the physical and psychological environment.
14. Creativity Platform
15. Developing creativity trainings

Evaluation procedure of knowledge and abilities

Examination
