

SUBJECT: **Creativity Training**

HOURS: **30h**

ECTS: **5**

SEMESTER: **Summer**

ACADEMIC YEAR:

Name/title of the author:	
Course Description:	<p>Creativity and creative thinking play an important role in solving various problems faced by contemporary profit and non-profit organizations. This specialised course is a combination of theory and practical case solving with help of techniques of creative thinking. All theoretical aspects of creative thinking and problem solving presented during the lectures will be followed by practical exercises.</p>
Learning Outcomes (Goals and Objectives of the course):	<p>The main goal is to expand students' knowledge on importance of creative thinking in a problem solving process. After this course the students are expected to become familiar with the techniques of creative thinking and their practical application in different situations. Moreover students are expected to develop understanding of the creative process, learn to build on ideas as well as criticize them, increase tolerance for uncertainty and doubt. Raising students' creativity consciousness, creative attitudes, and strengthening creative personality traits are also important objectives of the course.</p>
Entrance qualifications:	<p>Basic knowledge in management and organization, basics of economics</p> <ol style="list-style-type: none"><li>1. Introduction to Creativity Training</li><li>2. Importance of Creative Thinking in Business</li><li>3. Principles of Creative Thinking</li><li>4. Creativity in Decision Making</li><li>5. Lateral Thinking in Management</li></ol>
Course Content:	<ol style="list-style-type: none"><li>6. Group Creativity Techniques</li><li>7. Visualisation of Thoughts</li><li>8. Developing a Vision</li><li>9. Evaluating Creative Thoughts</li></ol> <p>Additionally, a country-specific information and analysis related to entrepreneurship and doing business in the BSR will be discussed.</p>
Assessment policy (examination):	<p>Team-project with presentation, in-class activity, solving case studies (attendance is obligatory!)</p>
Course materials/bibliography:	<ol style="list-style-type: none"><li>1. J. Adair, The Art of Creative Thinking: How to Be Innovative and Develop Great Ideas, Kogan Page, London 2009</li><li>2. J. Henry, Creative Management, 2nd edition, Sage Publications, London 2005</li><li>3. M. Higgins, D. Reeves, Creative thinking in planning: How do we climb outside the box?, „The Town Planning Review“, vol. 77, no. 2, 2006, pp.221-244</li></ol> <p>Other selected papers will be available on the Moodle Platform</p>
Methods of Instruction:	<p>Lectures, case studies</p>
Notes / suggestions:	<p>Number of students not exceeding 35 persons in a group</p>