

SUBJECT: **Creativity Training**

HOURS: **30h**

ECTS: **5**

SEMESTER:

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>
Course Content:	<ol style="list-style-type: none">1. Introduction to Creativity Training2. Importance of Creative Thinking in Business3. Principles of Creative Thinking4. Creativity in Decision Making5. Lateral Thinking in Management6. Group Creativity Techniques7. Visualisation of Thoughts8. Developing a Vision9. Evaluating Creative Thoughts
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">1. Isaksen S.G., K.B. Dorval, D.J. Treffinger, Creative approaches to problem solving. A framework for innovation and change, 3rd edition, Sage, London 20112. J. Adair, The Art of Creative Thinking: How to Be Innovative and Develop Great Ideas, Kogan Page, London 20093. J. Henry, Creative Management, 2nd edition, Sage Publications, London 2005 <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>

