

Course: Creativity and Innovation						
module/course code IAB62001		Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 2	Frequency Even Semester	Duration X semester(s) 1x / Semester
		Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students
1	Prerequisites for participation (if applicable) -					
2	Learning outcomes 1. Explain and describe creativity, innovation, design 2. Explain about the feasibility study and its assessment, as well as the risks that may be faced 3. Explain the Thinkking design process					
3	Description: This course provides knowledge about the nature of creativity and innovation, provides an understanding of the conditions that stimulate and develop creativity and innovation. Through this course, students have the opportunity to develop their creativity and innovation power and gain knowledge about ways to develop it in innovation, in processes and in managing business organizations. After taking this course, students have the awareness, knowledge, and ability to develop creativity and innovation in organizational management (business).					
4	Subject aims/Content 1. Introduction: Creativity and Innovation 2. Creative Thinking 3. Innovation: Building a creative team 4. Creativity and Commercialization 5. Corporate Planning and Risk Management 6. Innovation Process: Design Thinking I 7. Innovation Process: Design Thinking II 8. Prototype Presentation					
5	Teaching methods 1. Lectures 2. Discussions 3. Group Works 4. Seminar					
6	Assessment methods 1. Task, 2. Mid-Term Exam,					

	3. Final-Term Exam, 4. Quiz
7	Other information e.g. bibliographical references 1. Bettina von Stamm. Managing Innovation, Design and Creativity. (2003) 2. John Adair. The Concise Adair on Creativity and Innovation. (2004) 3. Robin Lowe and Sue Marriott. Enterprise: Entrepreneurship and Innovation Concepts, Contexts and Commercialization. (2006) 4. David Parrish. T-Shirts and Suits A Guide to the Business of Creativity