

Name: Creativity and Innovation					
Module/course code: IAB62001	Student workload: 510 Minutes/Week	Credits (ECTS): 4.53 ECTS	Semester 2	Frequency Even Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/ Response		Contact hours: 150 minutes/week	Independent study: 360 minutes/week	Class size X students: 30 Students	
1	Prerequisites for participation -				
2	Learning outcomes <ol style="list-style-type: none"> <li>1. Explain and describe creativity, innovation, design</li> <li>2. Explain about the feasibility study and its assessment, as well as the risks that may be faced</li> <li>3. Explain the Thinking design process</li> </ol>				
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	Teaching methods: Lectures, Discussions, Group Works, and Seminar				
5	Assessment methods: Task, Mid-Term Exam, Final-Term Exam, and Quiz				
6	Other information e.g. bibliographical references: <ol style="list-style-type: none"> <li>1. Bettina von Stamm. Managing Innovation, Design and Creativity. (2003)</li> <li>2. John Adair. The Concise Adair on Creativity and Innovation. (2004)</li> <li>3. Robin Lowe and Sue Marriott. Enterprise: Entrepreneurship and Innovation Concepts, Contexts and Commercialization. (2006)</li> <li>4. David Parrish. T-Shirts and Suits A Guide to the Business of Creativity</li> </ol>				