## BAM 3114 CREATIVITY AND INNOVATION

**Short description**

The course introduces students to areas of business management most critical to small businesses. It provides a wealth of creative and innovative ideas and resources for small business owners and managers essential to keep a small business running smoothly and further take it to the next level.

**Course Objective**

The course aims at enabling students to:

* Learn a range of creative thinking tool and how to practically apply these to the innovation and entrepreneurial process.
* Develop an appreciation of the personal and organizational factors that influence organizational creativity and innovation, and how to influence them.
* Acquire innovation team leadership and facilitation skills that will prepare them to lead teams to achieve breakthrough creativity and problem solving.

**Learning Outcomes**

At the end of the course the students should be able to;

* Use deliberate creative thinking techniques individually and in teams t6o focus on the generation and development of new ideas that drive innovation.
* Facilitate and lead cross-functional groups in creative problem solving and applied innovation and entrepreneurship.
* Identify and select from arrange of deliberate thinking tools to explore a potential opportunity and plan how to design a creative new initiative to exploit it.

**Intellectual, Practical and Transferable Skills**

* Creative problem solving, Analysis and exploratory thinking, Leadership and facilitation, Team building skills, Communication skills.

**Teaching and Learning Pattern**

* Use of case studies, Lectures, Presentations, Motivational speeches

**Indicative Content**

Theories creativity and innovation (a model for applied creativity and innovation, areas of opportunity, whole brain thinking), Techniques to facilitate and enhance creative thinking (tools for creative thinking and ideation, facilitation skills for creativity),Designing and implementing innovative out comes Establishing creativity and innovation in organizations (corporate innovation challenges), Role of the entrepreneur/innovation champion in creativity and innovation (thinking tools and methods).

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative Sources**

1. Buzan T. (2005). The ultimate Book of Mind Maps, Thorsons

2. de Bono E. (1999). Six Thinking Hearts Penguin Books

3. Harvard Business Press, (2003). Managing Creativity and Innovation