



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-784	Creativity and Innovation	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Management & MIS	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Evi Dekoulou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Create a business-oriented approach to creativity and innovation
- Unlock students' creative potential & help students develop creative and innovation-driven thinking skills
- Critique design thinking as a driver of innovation
- Explain the planning process of new products/services
- Describe the field of social innovation
- Evaluate the significance of knowledge management
- Relate creativity and innovation with business survival, growth and sustainability, across both commercial and social enterprises

Learning Outcomes:

After completion of the course students are expected to be able to:

- 1) Summarize the key characteristics of creativity and innovation in a variety of business contexts
- 2) Explain and critique the relationship between creativity, innovation and entrepreneurship
- 3) Categorize and evaluate the potential drivers and barriers to innovation and creativity
- 4) Describe the design thinking process (empathize, define, ideate, prototype, test)
- 5) Categorize, critique and apply different approaches, tools and techniques related to creativity, design and innovation
- 6) Define and reconstruct problems, and apply the design thinking process to generate

- effective solutions or alternative approaches
- 7) Describe and critique new product development process
 - 8) Manage innovation and the resulting knowledge
 - 9) Relate design thinking with social innovation
 - 10) Evaluate the role of knowledge and technology management in developing new products/services and processes

Course Content:

- Introduction to Creativity, Innovation & Design
- The Relationship between Creativity, Innovation & Entrepreneurship
- Drivers & Barriers to Creativity and Innovation
- Process & Principles of Design Thinking
- Design Thinking Tools
- Design Thinking & New Product Development
- Importance & Management of Knowledge
- Social Innovation & Entrepreneurship

Learning Activities and Teaching Methods:

Faculty Lectures and Guest-Lectures Seminars, Directed and Background Reading, Academic Paper Discussion, Case Study Analysis, Simulation, Group Project, Student-led Presentations

Assessment Methods:

Mid-Term Exam, Group Project, Final Exams

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Design Thinking: New Product Development Essentials from the PDMA (Product Development and Management Association)	Design Thinking: New Product Development Essentials from the PDMA (Product Development and Management Association)	Design Thinking: New Product Development Essentials from the PDMA (Product Development and Management Association)	Design Thinking: New Product Development Essentials from the PDMA (Product Development and Management Association)	Design Thinking: New Product Development Essentials from the PDMA (Product Development and Management Association)
Managing innovation, design and creativity	Managing innovation, design and creativity	Managing innovation, design and creativity	Managing innovation, design and creativity	Managing innovation, design and creativity

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managing change, creativity and innovation	Andriopoulos, C. and Dawson, P.	SAGE Publications 2 nd ed.	2014	9781446267219
Academic Journals				
<ul style="list-style-type: none"> ✓ Creativity and Innovation Management ✓ Journal of Creativity and Business Innovation ✓ International Journal of Innovation ✓ International Journal of Innovation Management ✓ International journal of innovation, creativity and change ✓ International Journal of Entrepreneurship and Innovation ✓ International Journal of Entrepreneurship and Innovation Management ✓ International Journal of Social Entrepreneurship and Innovation 				