



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MBAN-784DE	Creativity and Innovation	7.5
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	School of Business	Fall, Spring, Summer
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Management & MIS	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Evi Dekoulou	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Distance Learning	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, Directed and Background Reading, Academic Paper Discussion, Case Study Analysis, Simulation

**Assessment Methods:**

Project, Final Exam

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Design Thinking: New Product Development Essentials from the PDMA	Design Thinking: New Product Development Essentials from the PDMA	Design Thinking: New Product Development Essentials from the PDMA	Design Thinking : New Product Development Essential	Design Thinkin g: New Produc t Develo pment

(Product Development and Management Association)	(Product Development and Management Association)	(Product Development and Management Association)	Is from the PDMA (Product Development and Management Association)	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 <sup>nd</sup> ed.	2014	9781446267219
<b>Academic Journals</b>				
<ul style="list-style-type: none"> <li>✓ Creativity and Innovation Management</li> <li>✓ Journal of Creativity and Business Innovation</li> <li>✓ International Journal of Innovation</li> <li>✓ International Journal of Innovation Management</li> <li>✓ International journal of innovation, creativity and change</li> <li>✓ International Journal of Entrepreneurship and Innovation</li> <li>✓ International Journal of Entrepreneurship and Innovation Management</li> <li>✓ International Journal of Social Entrepreneurship and Innovation</li> </ul>				