CREATIVITY AND INNOVATION

COURSE DETAILS

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<thead>
<tr>
<th>Code</th>
<th>36282</th>
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<tbody>
<tr>
<td>Title</td>
<td>Degree in Business Management and Entrepreneurship</td>
</tr>
<tr>
<td>Mention</td>
<td>Business Creation and Management</td>
</tr>
<tr>
<td>Character</td>
<td>Optative</td>
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<tr>
<td>Course</td>
<td>4º</td>
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<td>ECTS</td>
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PROFESSOR

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Tutorial Hours</th>
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<tbody>
<tr>
<td>Colin Donaldson</td>
<td>Business Management</td>
<td>(Upon request via email)</td>
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SUMMARY

Creativity and Innovation provides a framework where future entrepreneurs and business leaders can learn to harness collective talent and creativity to (re)invent businesses and organisations. Students will gain the necessary skills and abilities to lead new and exciting innovation processes. It is a highly interactive hands-on subject with the aim of demonstrating how an individual can transform their talent and creativity into a collective and cohesive business innovation process.

The course revolves around a comprehensive approach to innovation based on creativity that taps into both internal and external areas of the business model. Conceptual foundations are provided alongside the context in which creative processes occur before shifting to the specifics of innovating.

Students will have the opportunity to approach innovation from several different perspectives: the personal level (mindset), the organisational level (firm), and the environmental level (market). They will develop their creativity and ability to think critically learning how to apply these skills in a comprehensive manner; not only to develop innovative products or services but also to improve internal processes, reduce costs, approach new markets and develop new ventures.
PREVIOUS KNOWLEDGE

Relationship with other subjects in the same degree

- Entrepreneurial Culture
- Strategic Thinking
- Foundations in Business Management
- Marketing
- Strategic Business Management

Other requisites

A good command of the English language

COMPETENCES

BASIC AND GENERAL:

GP.1 – Teamwork
GP.3 – Critical thinking and analysis
GS.1 – Self study
GS.2 – Adaptation
GS.3 – Creativity
GS.4 – Leadership
GS.5 – Initiative and entrepreneurial spirit
GS.8 – Coordination
GI.1 – Analysis and synthesis
GI.2 – Organisation and planning
GI.6 – Ability to search and analyze information from varied resources
GI.7 – Problem solving
GI.8 – Decision making
GI.10 – Effective communication and presentation of complex concepts

SPECIFIC:

EG.1 – Ability to understand the diverse and fundamental components and processes of a company and its operation within the “entrepreneurial ecosystem”.
EG.6 – Successfully identify and assimilate relevant economic information and resources.
EA.8 – Ability to systemically define, resolve and present complex problems.
EA.18 – Ability to establish a system of management success indicators.
EA.26 – Understand the impact of economic, socio-political, socio-cultural, technology and environmental variables on company activity and performance
EA.29 – Ability to set objectives and create strategies for different levels of the organisation and accurately evaluate needs and implications of execution.

EA.30 – Ability to plan, organize, control and evaluate the implementation of business strategies.

EA.31 – Understand and evaluate the characteristics and viability of different business strategies, on both the competitive as well as corporate levels.

EA.32 – Understand the purpose and function of companies as organisations and the processes and implications of their growth and development.

EA.64 – Ability to analyse and make decisions about the product or service offering and its impact on value creation in the market.

**LEARNING OUTCOMES**

This course provides students with skills and capabilities in fact-based creativity and innovation. It provides them with new insights that can help them manage innovation-driven development in the search for competitive advantage and to improve an organisation’s effectiveness, competitiveness and sustainability. Throughout the course students will develop their individual, team working and business-related skills through workshops and practical assignments developing a creative mind-set and innovation capabilities associated with an entrepreneurial leader.

- Understanding the importance of innovation as a key success factor for creating value, growth and sustainability.
- Developing creativity and innovation skills.
- Approaching issues in an open and experimental way.
- Focusing creativity to achieve organisational goals.
- Developing the ability to critically reflect upon common perceptions about innovation management.
- Forecasting the future needs of a company to secure future revenue opportunities.
- Learning to think more expansively about the future of the organisation grounded in current opportunities and challenges.
- Practicing business model design and scenario planning.
- Learning to assess the viability of a business idea and get a greater understanding of when an idea can be considered an opportunity.
- Establishing habits that encourage ongoing innovation processes to deliver competitive advantage and sustainable growth.
- Becoming aware of the importance of soft skills and leadership capabilities for the successful management of innovation.
- Developing the skills needed to successfully lead within an innovation context.
DESCRIPTION OF CONTENTS

PART 1. CREATIVITY AND INNOVATION

Topic 1. Introduction: conceptual foundations
1.1. Basic concepts and principles: Creativity versus innovation
1.2. Creativity in business: reasons to be creative and does it really matter?
1.3. Innovation in business: sense making and why it is needed
1.4. Innovation, people and knowledge
1.5. The importance of innovation as a process for the reinvention of organisations
1.6. The innovation dimensions: What can we change?
1.7. Managing innovation strategically

Topic 2. Social and sustainable innovation
2.1. What is social innovation?
2.2. Enabling social innovation
2.3. Sustainability-led innovation defined
2.4. How can we manage the sustainability-led innovation process?

Topic 3. Globalisation of innovation
3.1. National systems of innovation
3.2. Innovation for development
3.3. Innovation in markets: (re) inventing markets in place of products
3.4. Sources for innovation support and funding

PART 2. APPLIED CREATIVITY AND INNOVATION

Topic 4. Entrepreneurial creativity
4.1. The creative process
4.2. How can we promote and foster creativity?
4.3. Generating an idea: innovation and changing client habits
4.4. Search strategies

Topic 5. Techniques to stimulate creativity and innovation
5.1. Creative methodologies for innovation processes
5.2. Design Thinking as the basic process for innovation
5.3. Empathise: understand the context
5.4. Ideation: process and tenets of idea generation and selection
5.5. Prototype/Test. Phases of the prototyping process
5.6. Implement. The action plan
COURSE ACTIVITIES

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<tr>
<th>ACTIVITIES REQUIRING ATTENDANCE</th>
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<tr>
<td>Practical sessions (interactive lectures, individual and group</td>
<td>35</td>
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<tr>
<td>presentations, case studies, study visits)</td>
<td></td>
</tr>
<tr>
<td>Theoretical lessons/exams</td>
<td>10</td>
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<td>Total Activities Requiring Attendance</td>
<td>45</td>
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<table>
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<tr>
<th>ACTIVITIES NOT REQUIRING ATTENDANCE</th>
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<tbody>
<tr>
<td>Individual study and preparation for exams</td>
<td>15</td>
</tr>
<tr>
<td>Individual/group assignments</td>
<td>45</td>
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<tr>
<td>Complementary readings and cases</td>
<td>7,5</td>
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<td>Total Activities Not Requiring Attendance</td>
<td>67,5</td>
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<td>TOTAL</td>
<td>112,5</td>
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TEACHING METHODOLOGY

The course will be taught in a co-creative learning environment. Didactic methods include interactive lectures, case studies, individual and group assignments, plenary discussions and individual/team presentations. During the course students will work on innovation strategies based on their own research. The pedagogical strategies are designed to provide inspirational, participative, dynamic, and practical sessions.

- Interactive lectures are designed to build information and content, to create awareness of the subject and to encourage students’ self-reflection and interaction.

- Exercises using tools, techniques and methods focused on developing students’ creative and innovative skills and on triggering interaction.

- Assignments aimed to encourage students’ to be proactive, work collaboratively in teams and consolidate their learning.
EVALUATION

Students will be graded based on their class participation and the completion of both individual and group assignments. Additionally they will be required to develop and present a final team project and complete one written exam.

Students are expected to proactively contribute during the classes. Participation has three main elements: class attendance, informed involvement in class discussions/exercises, and taking the initiative.

CONTINUOUS EVALUATION (40%)

Individual and group assignments

1. PLANNING FOR STRATEGIC INNOVATION ASSIGNMENT (15%)  
   Students will be required to develop a strategic innovation strategy following three core steps associated with the innovation process. The assignment is designed to illustrate that the innovation process is one that can be managed to ensure effective results. It is important to understand that this process needs to be managed in an integrative way and it is not enough to be good at just one thing. Capabilities need to be pointed in the right direction and therefore we need to consider where and how innovation can be used as a strategic advantage.

2. DESIGN THINKING PROJECT (25%)  
   The objective is to identify a real innovation challenge based on a real company’s needs and apply the entire cycle of innovation led by the design thinking stages of IDEO: EMPATHISE, DEFINE, IDEATE, PROTOTYPE, TEST and LEARN. As part of this process students will need to have created a prototyped solution to the problem defined. Students will be required to document and reflect upon the process and their experiences in a portfolio format. This means collecting and collating evidence (for example, interviews, photos etc.).

EXAM (60%)

Summative assessment will consist of two parts. The first part will be an oral examination worth 30% requiring students to present their Design Thinking projects. This will allow students to display application of the skills and abilities that they have developed throughout the subject.

The second part of the summative evaluation consists of one written exam with an overall weighting of 30%.

The final grade will be a weighted average of exams and continuous evaluation and must be greater than 5: (0,6* summative evaluation + 0,4*continuous evaluation).
REQUIREMENTS FOR SUCCESSFUL COMPLETION OF THE COURSE

To pass the course, students must complete activities, presentations, and the final exam. They are required to achieve an overall grade of at least a 5 out of 10 in their total summative assessment final grade.

One of the requirements to pass the course is to pass the final exam. Therefore, if the grade of the final exam is equal to or larger than 5 (over 10 points), the final mark of the course is computed following the weights previously indicated. Obviously, to pass the course, the computed final mark must be equal to or larger than 5. On the other hand, if the grade of the final exam is lower than 5 (over 10 points), the student does not pass the course and the final mark will be the one obtained in the final exam.

Class attendance. Class attendance is mandatory to allow for effective learning of the subject to occur. Absence of more than 15% of the scheduled sessions will mean that the student will score 0 for their continuous assessment. Consequently, the maximum grade that can be reached will be that obtained in the exam, with the aforementioned weight of 60%.

Students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests. These formal aspects will be considered in their evaluation.

SECOND EVALUATION PERIOD NOTICE

Students failing in first examination session will have a second examination date. Continuous evaluation (40% of total grade) requires attendance and participation and therefore will not be recoverable. Consequently, for this component the student will maintain the grade received during the first evaluation session.

RE-REGISTRATION AFTER FAILING IN THE SECOND EVALUATION SESSION

Students that fail the second examination session and that do not repeat the year will have to re-register again and will then be entitled to a 3rd and 4th evaluation session. In this case, the evaluation criteria will be as follows:

- Ongoing evaluation: One piece of coursework (project) to be done individually and that will represent 20% of final grade.
- Exam: one written exam will represent 80% of the final grade and will be the same one as that taken by the rest of students.
REFERENCES

Basic


Complementary Information

Students will be referred to relevant articles and to other materials throughout the duration course.