

CREATIVITY MANAGEMENT

Code du cours Course Code BAC.EAINA.OTCOM .1100			Titre du cours Course title CREATIVITY MANAGEMENT					
Crédits Credits 6		Période d'enseignement Teaching period fall, spring					Année Académique Academic Year 2022/2023	
Charge de travail Student workload	Synchrone / Synchronous	Asynchrone / Asynchronous	Travail en équipe Team work	Activités pédagogiques / Pedagogical activities	Travail personnel Personal work	Coaching	Evaluation	Charge totale de travail Total workload
	39	0	0	0	90	0	6	135
Programme Program			Global BBA					
Discipline Discipline								
Module			-					
Type de cours Course type			core					
Campus			Barcelone, Belo Horizonte, Lille, Raleigh, Sophia					
Campus partenaire								
Course open to students in exchange								
Langue d'enseignement Teaching language		Anglais / English						
Responsable du cours Course leader			LUCIO Alessio					
Pré-Requis Prerequisite			none					
Nom des intervenants par campus Instructor(s) names by campus	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia							
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

Descriptif du cours / Course description	<p>This course explores creativity as a mindset, a tool that may include, but goes beyond artistic creation. During the course of the semester, we establish a foundational base of creativity and examine key concepts regarding how creativity is fostered in various contexts. We draw on case studies and examples which highlight creativity in various milieus. In addition we will practice and polish techniques which help one to hone creative confidence, to innovate and to manage better. As this is an energetic and vivacious discipline, students will be asked to participate and actively collaborate.</p>
Thèmes / Topics	
Résultats d'apprentissage / Intended Learning Outcomes and Skills	<p>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</p> <p>Connaissances / Knowledge and Understanding (subject specific) Be aware of how creativity is fostered and applied across various contexts</p> <p>Aptitudes cognitives / Cognitive skills Be actively aware of the literature and studies related to creativity in the workplace</p> <p>Attitudes / Key transferable skills Apply creativity techniques and methods to problem solve</p> <p>Ethical and social understanding Actively participate in creative and collaborative teams</p>
Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives	<p>Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)</p> <p>LO1.4 : To understand and apply theories and major concepts of organisation and management : LG1 : Graduate should be knowledgeable about business disciplines LO2.1 : To contribute substantively to the product of a group : LG2 : Graduates should be able to work effectively in a multicultural team</p> <p>Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ? Non / No</p>
Evaluation des étudiants / Student Assessment	<p style="text-align: center;">Evaluation finale (DS) Final examination 40%</p> <p style="text-align: center;">(Précisez la nature pour l'évaluation finale / Explain type for final examination)</p> <p>Cliquez ici pour entrer du texte.</p> <p>QCM - Quiz:</p>

	Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation: Autre, précisez / Other, precise:	
	Contrôle continu 60% Continuous Assessment	
	préciser nature / Explain type	
	Cliquez ici pour entrer du texte. QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation: Autre, précisez / Other, precise:	Nb midterms : 0
Méthodes d'enseignement Teaching Methods	Format de cours / Course format	
	Cours magistral / Lecture - TD / Tutorials	
	Autre, précisez / Other, precise:	
	Activités d'apprentissage / Learning activities	
	Personal guided study - Devoirs / Assignments	
Plan de cours Course Plan	Natasha Azarian Introduction-What is Creativity? Can you teach Creativity? Inspiration Build a Tower--Build a Team HW: Reading + Business cards	
	Natasha Azarian Characteristics of Truly Creative Individuals Creativity Techniques Distribution of Midterm Project	
	Natasha Azarian Building Creative Confidence The Ten Faces to Innovation	
	Natasha Azarian Midterm Presentations	
	Marie Helene Cussac Leadership and Creativity--Self Confidence and Introspection Vacation--No Class	
	Marie Helene Cussac Dare One's Creativity-empathy and "unleashing"	
	Marie-Helene Cussac Whatever you think, think the Opposite--Workshop and Presentations (Assignment # 1)	

	<p>Katrin Heintschel The Business Playground-Where Creativity and Commerce Collide Creativity in Organizations, Creativity killers, Efficiency over innovation</p> <p>Katrin Heintschel Why Creativity is the Fast Growing Business in the World The Creative Industries--The Impact of Creative on Economy and Tourism</p> <p>Katrin Heintschel Workshop in Creativity and Business (Assignment #2)</p> <p>Beatrice Toustou Creativity in Innovation and Management</p> <p>Beatrice Toustou Relationships and Creativity--Interpersonal Communication</p> <p>Beatrice Toustou The Creative Process (Assignment #3)</p>
Référence Académique / Academic reference	
Site(s) web / Web site(s)	
Licence(s) informatique(s)/ Computer licenses	

Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)						
Nombre CM Amphi / Number of Lectures	Durée CM Amphi (en heures) / Lecture duration (in hours)	Nombre TD / Number of Tutorial classes	Durée TD (en heures) / Tutorial class duration (in hours)	Asynchrone / Asynchronous	Autres (Distance learning, etc...) (en heures) / Other (in hours)	Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules
Campus Sophia						
0	0	13	3	0	0	