
COURSE OUTLINE
APPLIED CREATIVITY AND INNOVATION
(Elective, ECTS 5)

Misija ZSEM-a je prenijeti vrijednosti, znanja i vještine potrebne studentima za dugoročan uspjeh u globaliziranom poslovnom svijetu izloženom stalnim tehnološkim i tržišnim promjenama.
The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations

CREDIT HOURS

Lectures	30
Excercises	15
Total	45 hours

WHY TAKE APPLIED CREATIVITY AND INNOVATION AT ZSEM?

Those leaders and managers who use creativity and innovation to deal with challenges facing their organizations are the ones who not only survive but thrive in the 21st century landscape. This course will help participants to identify creativity in themselves and others. It will give them techniques to help harness the power of both abstract and concrete creative applications at work. Through a series of hands on exercises, participants will learn more about developing a creative community at work that supports inspiration and innovative approaches to both existing and new challenges. Lastly, participants will be able to apply their new insights by closely examining business cases as examples of creativity and innovation at work.

“If one is lucky, a solitary fantasy can totally transform one million realities.”

**- Maya
Angelou**

HOW IS APPLIED CREATIVITY AND INNOVATION ORGANIZED AT ZSEM?

Tentative Schedule

Week 1

Introduction

Creative Mediums and Applications in Society

Week 2

Creativity and Innovation Definitions

Creative Medium: Art & Science

Week 3

Increasing Individual Capacity for Creativity and Innovation

Creative Medium: Photography

Week 4

Creative Role Models and Innovators

Creative Medium: Architecture

Week 5

Creative Role Models and Innovators

Creative Medium: Sculpture

Week 6

Creative Communities

Creative Medium: Drama

Week 7

Innovation Past, Present and Future

Creative Medium: Painting

Week 8

Field Work and Experimentation

Week 9

Self-Reflection, Portfolio Check in

Week 10

Innovation Projects Presentation

Week 11

Creative Communities

Creative Medium: Music and Dance

Week 12

Creative Leadership

Creative Medium: Writing

Week 13

Creative Medium: Revisiting

Week 14

Student Curated Show of Found and Created Objects

Week 15

Portfolio Presentations/Catalog

Creativity and Innovation Future

COURSE GOALS AND OBJECTIVES

The purpose of this course is to encourage and support the creative process in building sustainable organizations where continuous innovation is understood, appreciated and valued.

- Understand dynamics of individual, team and organizational creativity
- Use tools to assess creative potential and interpret applications
- Explore the links between the local creative and business communities
- Exercise individual creativity through established creative mediums
- Learn principles of creative applications to business scenarios
- Shape individual creative style and approaches through exploration of role models and best practices

“We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.”

- Mother
Theresa

	<u>General goals of the course:</u>	<u>Objectives of the course:</u>
1.	KNOWLEDGE Students will be able to apply the acquired knowledge in new and unknown circumstances through conceptual understanding of the Applied Creativity and Innovation fundamentals	Students will gain knowledge and practice of new creative techniques and critical thinking skills through in-class exercises and required readings.
2.	ETHICS & RESPONSIBILITY Students will exercise their judgement and align their personal values with their business decisions.	Students will gain a better understanding of how society can address social issues through creative projects through an examination of best practice examples.
3.	GLOBAL ENVIRONMENT Students will be able to explore and understand the role of Applied Creativity and Innovation various international settings.	Students will share cross cultural understanding of how creativity and innovation is expressed in Croatia and in the other countries of origin represented in the class.
	COMMUNICATION Students will be able communicate their ideas and observations effectively in English, through oral and written forms.	Students will share their research on creators and innovators starting with traditional oral and written methods and stretching their reach through new creative mediums to communicate their points of view.

STUDENT RESPONSIBILITIES DURING THE COURSE

This course is well suited to individuals who wish to harness the power of creativity in them and others for direct and indirect application in a professional setting be that in the public, private or non-for profit sectors. It is not important if participants consider themselves to be creative at the onset of the course but rather how open they are to discovery.

As responsible adults, they approach the assignments of this course with integrity and professionalism. They understand that their success is tied to their open and clear communication with the instructors, guest speakers and peers. They are eager to learn more about approaches to Applied Creativity and Innovation.

Communication	Students and instructor will form open lines of communication to enhance meaningful exchanges.
Time Sensitivity	The course has specific start and end points and students are required to keep up with the pace and complete benchmarks on schedule.
Engagement	Students are expected to come prepared for active learning and be fully engaged in course through attendance, class participation, online and offline activities.
Evaluation	Guidelines are provided to help students prepare for assignments and exercises
Points	Must accumulate minimum of 600/60% points by end of course to pass course with "2" (700-790/"3", 800-890/"4", 900-1000/"5")

If for some reason a student is unable to fulfill the criteria above, they must notify the professor in writing within the first three weeks of the course to be considered for any exceptions. If a student fails to complete the class criteria and has not notified the professor in the first three weeks, it will be assumed that the student has opted not to pursue completion of this elective course.