

APPLIED CREATIVITY AND INNOVATION (5 ECTS)

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.

- Understanding of 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