

WPE 27 : Creativity and Innovation – Principles, Techniques and Application		
Exam:	LV.-No.:	ECTS-Points: 5 CP
Recommended Semester: BSc Oecotrophologie, Bachelor IFM, Bachelor/Master Lehramt MSc NDeU, MSc EG	Module: optional	Language: English
Responsible lecturer: Carola Strassner	Cycle: Summer Term	Registration information:
Lecturer in charge: Lu-Marie Sobey (Australia), Truida Prekel (South Africa)		
Learning outcomes	Students will be able to <ul style="list-style-type: none"> • Explain the difference between analytical and creative thinking • Understand the barriers to creative thinking and insights • Overcome barriers to creative thinking in individuals, groups and institutions • Use analytical tools to identify a task • Use creative techniques for idea generation and development • Describe and compare various creative problem-solving processes • Use a combination of creative techniques to find a solution to complex problem 	
Form of exam	Assessment based on portfolio of evidence including <ul style="list-style-type: none"> • Assessment workbook • Assignment - Application of several techniques to a problem-solving task. 	
Form of teaching	<ul style="list-style-type: none"> • Presentation with input • Practical demonstration of techniques in small groups • Reflective journals • Practical application of learning • Group problem-solving (may be recorded) • Review and insights from video • Surveys 	
Course contents	<p>Principles</p> <ul style="list-style-type: none"> • The context and need for creativity and innovation • Barriers to creativity and innovation • Creating the culture and climate for creativity <p>Techniques</p> <ul style="list-style-type: none"> • Techniques for idea generation • Techniques for idea development • Using metaphors analogies and excursions in problem-solving • Learning to use a full creative problem-solving process (based on Synectics) <p>Application</p> <ul style="list-style-type: none"> • Analytical techniques to identify the right task • Various creative problem-solving approaches • Inspiring innovation in institutions • Applying creativity techniques to solve problems in business 	

Workload	Presence (2 SWS): Preparation and Follow-up: Sum:	30h 120h 150 h
Requirements	English language skills at B1-level Some sessions will be recorded to give you feedback. It is necessary that you agree to this. The recordings will not be published. They will be deleted afterwards.	
Literature	Recommended only <ul style="list-style-type: none"> • Hicks, Michael: Problem Solving in Business and Management: Hard, Soft and Creative Approaches, 2004 	