



Course Title	Creativity and Innovation Management
Course Code	
Credit Hours	3
Semester & Year	Winter 2016
Pre/Co-requisites	Intro to Business and Entrepreneurship, 3 rd and 4 th year students, entrepreneurship and management specialization students

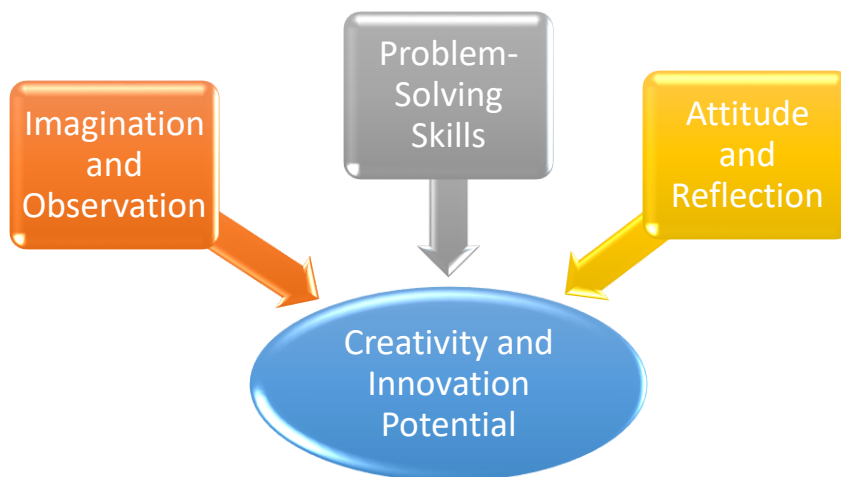
1. Contact Hours

Class Type	Days	Time	Room
Lecture	Monday to Friday	9.00 a.m. to 12.00 p.m.	TBA

2. Instructor Details

Instructor	Tahir Hameed
Room	1105, SolBridge
Consultation Hours	By appointment (phone or email)
Email	tahir@solbridge.ac.kr
Telephone	630-8562
Course Webpage	TBA

3. Course Objectives and Learning Goals



Upon completion of the course participants should be able to:

1. Observe and identify common/discipline-specific problems faced by people in everyday lives
2. Use their knowledge and imagination to generate novel ideas to solve the problems
3. Demonstrate familiarity with creativity and innovation processes in general
4. Demonstrate hands-on skills in design thinking and TRIZ methods for creative problem-solving
5. Reflect back on personal behavior, be more self-aware, and improve one's attitude
6. Contribute in team creative processes

4. Assessments

Component	Actual Weight	For Grading
1. Class Attendance	20%	Attendance 20%
2. Assignment 1: Observation – The walk	5%	Assignments 20%
3. Assignment 2: Problem-Solving – Connect and Combine	5%	
4. Assignment 3: Problem-Solving - TRIZ	5%	
5. Assignment 4:	5%	
6. Mid-Term – Individual Creative Project (TRIZ-based)	20%	Mid-Term Exam 20%
7. Final Exam-Part 1 – Team Creative Project (Design Thinking Based)	25%	Final Exam 40%
8. Final Exam-Part 2 – To be announced	5%	
9. Final Exam-Part 3 - Instructor's Points	10%	
Total	100%	100%

5. Course Schedule

Week-Lec-Date	Topics and Readings	Remarks
Part I: Understanding creativity, innovation and learning		
Week I – Lec 1 and 2	<ul style="list-style-type: none"> • Introduction to managing creativity and management • Course outline, • 3 questions, exercises and topics; Known, Unknown and traversing between the two. Can we manage/systematize the traversal of creativity? 	
Week II – Lec 3 and 4	<ul style="list-style-type: none"> • Cognition, learning and human development • Information Processing Theory • Creativity as a cognitive process 	
Week III – Lec 5 and 6	<ul style="list-style-type: none"> • The Engine of Creativity • Introducing creative people, teams and companies • Introducing daily creativity exercises sheet/in-class puzzles and the journal 	
Part II: Managing Creativity and Innovation		
Week IV – Lec 7 and 8	<ul style="list-style-type: none"> • Innovation, NPD and Diffusion Processes • Intro to Design Thinking , Intro to TRIZ 	Assignment 1: Observation – The walk
Week V – Lec 9 and 10	<ul style="list-style-type: none"> • Assignment 1: The Walk (1-hour observatory walk with a team member. Notes and a report.) 	
Week VI – Lec 11 and 12	<ul style="list-style-type: none"> • Design Thinking 1 • TRIZ - 1 	Individual Project Pitch – Observation and Problem Definition Assignment 2: Interviewing
Week VII – Lec 13 and 14	<ul style="list-style-type: none"> • Design Thinking 2 • TRIZ - 2 	Team Project Pitch – Observation and Problem Definition Assignment 3: Journal Part 1

Week-Lec-Date	Topics and Readings	Remarks
Week VIII – Lec 15 and 16	• Ideation	Individual and Team project Ideation
Week IX – Lec 17 and 18	• Prototyping	
Week X – Lec 19 and 20	• Presentation of prototypes and planning to test	
Part III: Attitude		
Week XI – Lec 21 and 22	• Individual Attitudes - Motivation, Self-Efficacy (Confidence), Perseverance	
Week XII – Lec 23 and 24	• Team Attitudes – Leadership, Openness/ Innovative, Social,	
Week XIII – Lec 25 and 26	•	Assignment 4: Journal part 2
Week XIV – Lec 27 and 28	Individual Project Presentations	
Week XV – Lec 29 and 30	Final Examination, Ending Quiz	