



APPLIES TO ACADEMIC YEAR 2012/2013

BIK 2923 Creativity in individual, group and organization

Programme

Single courses

Responsible for the course

Thorvald Hærem

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

KNOWLEDGE

Understand the concept of creativity, and its relation to innovation

Understand alternative theories of creativity and their interrelationships

Understand the relevance and scope of creativity at different levels, from individual to organizational

Understand the place of creativity in the general problem solving process

Understand how creativity normally unfolds in steps and stages

Understand why creative processes are difficult to reach onto, and how the such processes can be managed

SKILLS

Be able to use heuristic methods that can trigger creative processes

Learned to use appropriate measures mitigating against conditions that may hinder and block creativity at the individual, group and organizational level

Learned to use ways of communicating and teaching the basic principles of the nature and function of creativity in business

Be able to apply techniques that can facilitate creativity in groups and teams

Learned to use tools to diagnose and manage creative climate in organizations

Learned to apply diagnostic tools to assess creativity at the individual, group and organizational level, including leadership skills for creativity

REFLECTION

Developed a measured understanding about the relevance and scope of creativity in business

Be able to understand how creativity can be demystified

Be able to critically assess practical methods and courses claimed by the consulting business to facilitate creativity

Have a realistic and empirically based attitude to the question of how far it is possible to influence and develop creative processes

Developed a measured and empirically based understanding of how micro and macro conditions may interact to facilitate and inhibit creative processes in a business context

Be able to understand and critically discuss such concepts as "creative class", "creative economy" and "creativity society"

Prerequisites

None.

Compulsory reading

Books:

Forsth, Leif-Runar. 2004. Praktisk nytenkning : systematisk og kreativ problemløsning.

Aquarius Forlag

Proctor, Tony. 2010. Creative problem solving for managers : developing skills for decision making and innovation. 3rd ed. Routledge

Collection of articles:

Artikler for hver kursdag publiseres på læringsplattformen It`s learning. Sandvika: Handelshøyskolen BI.

Recommended reading**Course outline**

- Psychology of problem solving
- Creativity as a form of problem solving
- Conditions that inhibit and facilitate creative problem solving
- Creative problem solving techniques
- Computerbased techniques for idea development
- Promotion of a more creative work environment

Computer-based tools

itslearning

Learning process and workload

The course will be organized during one semester with work-shops comprising a total of 42 hours. The students will have the opportunity to experiment with techniques to enhance creativity, solve puzzles and discuss creativity related to the learning goals. The workshops will be tutored. This way of teaching is also chosen in order to give the participants an introduction to the methodological organization and implementation of courses in a workshop format.

Examination

Three hours written exam, counting for 7,5 credit hours.

Examination code(s)

BIK 29231 - Written Exam; accounts for 100 % to pass the program BIK 2923, 7,5 credits

Examination support materials

None.

Re-sit examination

Re-sit at the next ordinary exam

Additional information