

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	CREATIVITY IN ORGANISATIONS		
<b>MODULE CODE</b>	TL3127 (L6)	<b>CREDIT VALUE</b>	20 UK CREDITS / <u>10 ECTS</u>
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

This module aims to provide students with opportunities:

- To develop understanding of creative thinking compared with analytical thinking.
- To enhance skills and capability in utilising creativity techniques in problem solving and ideas building.
- To understand the relationship between creativity, innovation and change.

### MODULE CONTENT

**Indicative syllabus content:**

- Conceptualising creative thinking. Creative problem solving.
- The role of perception and mindsets in creative thinking. The importance of metaphor in everyday language, organizations and enhancing creativity.
- Emotional intelligence, spiritual intelligence and creativity.
- The relationship between creativity and innovation.
- Developing creativity skills.
- Innovation, leadership and change.
- Futurology; environmental impacts of innovation

### INTENDED LEARNING OUTCOMES

**On successful completion of this module a student will be able to:**

1. Demonstrate and develop creative thinking and creative problem solving competencies.
2. Critically compare creativity and innovation.
3. Apply creativity techniques in problem solving situations.

### TEACHING METHODS

Key themes will be developed in workshop sessions that involve lectures, discussions, debates and workshops. The directed reading will allow students to engage in a pro-active role as issues are considered with key examples used to relate theoretical issues to practice. Practical exercises in creative thinking and problem solving will be provided in order to develop creativity skills. Students will be expected to work on their own initiative to benefit from the interactive nature of the module delivery and to prepare themselves for employment.

The methods of assessment for this module have been designed to test all the learning outcomes. Students must demonstrate successful achievement of these learning outcomes to pass the module. The assessment for this module is 100% coursework and will be divided into two assignments:

1. A group (creative) problem solving exercise, report, and presentation.
2. A critical essay on creativity and innovation

### ASSESSMENT METHODS

This module is assessed through one Group problem solving exercise – Presentation with Supporting report and one Critical Essay.