Module no. | 310 (Methodological and Social Skills)
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Title | Creativity Enhancement
Applicability | Advanced communication skills for all business specialisms
Module type | Elective
Language | English
Teaching method | Workshop, seminar
Frequency | Block
Semester | 4th Semester
SWS | 4
ECTS Credits | 5
Corresponding courses | None
Assessment | Seminar paper, presentation
Prerequisite knowledge | English B 2
Permitted aids | None
Responsible person | Prof. Dr. Schweitzer / Prof. Dr. Müllich
Teaching staff | Bart Van Peel

**Times**

Dates: 1-2015, each 9:00 - 17:00

**Learning Objectives**

Creativity is one of the least understood and most wanted properties on the job market.

We dissect some of the myths surrounding the notion. How does true creativity come about? What are the opportunities and dangers when using it in a business environment?

Through a series of exercises and tests students sharpen their creativity. The basic principles are applied in cases of marketing, conflict management and start-ups.

**Contents**

**Getting ideas**

- Curiosity and boredom
- Leaving your comfort zone
- Creative destruction
- ‘Copyright is for losers’
- The problem of authority and risk
- The problem of no problem
- Brainstorm techniques: reversal, incubation, boredom, criticism, play,…
- Harvesting after the brainstorm: decision techniques
- + marketing cases and exercises

**From idea to result**

- The problem of uniqueness
- Mental attitudes of the genius
- Mental attitudes of the idiot
- Dealing with rejection strategy
- What is a project?
- Getting started
Creativity in conflict management

- Conflict theory
- Role play and imagination training
- Rose of Leary acting exercises

Creative Storytelling

- Theory: What's a story and why does it work?
- How to find stories? How to tell stories?
- Using stories in marketing and journalism
- Group and individual exercises

Expected assessment

- Active participation in the tutorials
- Development, presentation and defence of the case study solutions in plenary discussion
- Street assignments
- Portfolio

Literature


Epstein, Alex: Thinking inside the box, Holt Paperback, 2006

Heath, Dan; Heath, Chip: Made to Stick, Random House, 2007

Van Dijk, Bert: Influencing others? Start with Yourself, on behaviour and Leary’s Rose, Thema Publishers, 2010