



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *creativity in organizations - 55690*

*Last update 04-07-2016*

*HU Credits: 3*

*Degree/Cycle: 2nd degree (Master)*

*Responsible Department: business administration*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: English*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr. Sharon Arieli*

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*Coordinator Office Hours: TBA*

*Teaching Staff:*

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Dr. Sharon Arieli

Course/Module description:

People and organizations constantly strive to improve their creative performance. But is it even possible? For many years creativity has been considered a "gift" that one is either born with or not. Recent approaches view creativity in a more malleable manner. They are grounded in the assumption that the ability to be creative can be facilitated and nurtured by teams and organizations. Creativity, then, is a skill that can be acquired and improved by practice and can be applied on demand. The course discusses three prominent elements that impact creativity -- the person, the process, and the culture -- and argues that amplifying creativity in organizations can be gained by considering the interactions between these three factors.

Course/Module aims:

The course critically reviews and integrates recent approaches for amplifying creativity in organizations. Combining lectures, class exercises and simulations, the course offers students the opportunity to learn how to facilitate problem solving, identify business opportunities, and to generate novel ideas. The course focuses on marketing issues (product development and advertising).

Learning outcomes - On successful completion of this module, students should be able to:

Have a broader and critical perception of the elements that impact creativity in organizations.

To be able to implement course knowledge in generating novel ideas and in analyzing and solving organizational problems.

Attendance requirements(%):

Students are expected to participate in at least 80% of the classes.

Teaching arrangement and method of instruction: Lectures and class exercises.

Course/Module Content:

Defining creativity in terms of personality, culture and process; creativity in organizations; constructing creative tasks; The Creativity Templates approach (systematic approach to increase creativity)

For more details see the course homepage on "moodle"

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Required Reading:

*For more details see the course homepage on "moodle"*

Additional Reading Material:

*For more details see the course homepage on "moodle"*

Course/Module evaluation:

*End of year written/oral examination 0 %*

*Presentation 0 %*

*Participation in Tutorials 0 %*

*Project work 60 %*

*Assignments 30 %*

*Reports 0 %*

*Research project 0 %*

*Quizzes 0 %*

*Other 10 %*

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Additional information:

*The additional 10% of the final grade would be dedicated to class exercises. Most classes would include an exercise in which the students would work individually or in dyads. The exercises are designed to allow practicing and experiencing the course material. The exercises would not be graded but need to be hand in.*