The Hebrew University of Jerusalem

Syllabus

Creativity and Innovation in Educational Organizations - 63634

Last update 02-09-2021

<u>*HU Credits:*</u> *2*

<u>*Degree/Cycle:*</u> *2nd degree (Master)*

<u>*Responsible Department:*</u> *Jewish Education*

<u>*Academic year:*</u> *0*

<u>*Semester:*</u> *2nd Semester*

<u>*Teaching Languages:*</u> *Hebrew*

<u>*Campus:*</u> *Mt. Scopus*

<u>*Course/Module Coordinator:*</u> *Dr. Sharon Arieli*

<u>*Coordinator Email:*</u> [*sharon.arieli@mail.huji.ac.il*](mailto:sharon.arieli@mail.huji.ac.il)

<u>*Coordinator Office Hours:*</u> *Before/after class.*

<u>*Teaching Staff:*</u>
  Dr. Sharon Arieli

<u>*Course/Module description:*</u>
  The ability to innovate, and initiate change is often associated with organizational and personal success. Social and educational institutions strive to improve their performance by introducing innovative approaches and services. This course covers methods and techniques that were designed to facilitate problem solving, identification of opportunities, and idea generation.

<u>*Course/Module aims:*</u>
  This course takes the students to a journey through theories and practices of innovation and creativity in organizations, representing the dynamics and continuity of change, and defining the capabilities and processes required. The course critically reviews and integrates widespread and prominent approaches for amplifying innovation and creativity in organizations.

<u>*Learning outcomes - On successful completion of this module, students should be able to:*</u>
  Combining lectures, case studies, class exercises and simulations, the course offers students the opportunity to explore how to instigate business innovation and entrepreneurship through facilitating problem solving, identifying business opportunities, and to generating novel business solutions. By the end of the course students will gain both theoretical knowledge and hands-on experience.

<u>*Attendance requirements(%):*</u>
  80%

Teaching arrangement and method of instruction: Combining lectures, class exercises and simulations, the course offers students the opportunity to learn how to facilitate problem solving, opportunities identification, and novel idea generation.

<u>*Course/Module Content:*</u>
  1) Introduction: Innovation and Creativity in Organizations
2) Foundations in Design Thinking: Managing the innovation process
3) Blue Ocean Strategy
4) Systematic Creative Thinking: The Template Approach

Required Reading:
 Will be published in the Moodle.

 Additional Reading Material:
  Will be published in the Moodle.

 Grading Scheme:

Additional information: