LJUBLJANA SUMMER SCHOOL 2017

COURSE TITLE: CREATIVITY & ENTREPRENEURSHIP

Type of course: Bachelor course (for students in the final year of study) & Master course

Lecturer: Prof. Dr. Georg Stadtmann, European University Viadrina, Germany

ECTS credits: 7

Aims of the course:

Knowledge
- Must understand concepts of creative thinking style.
- Must have knowledge about enhancement of creativity.
- Must have knowledge about important factors for creativity.

Skills
- Must be able to plan and execute strategies for enhancing own creativity.
- Must be able to plan and execute strategies for enhancing others' creativity.
- Must be able to evaluate and analyze strategies for enhancing creativity.

Competencies
- Must have the ability to think flexible, original and fluent on command.
- Must have the ability to train own creativity.
- Must have the ability to train others´ creativity.

Course syllabus:

In the first part of the course, students will use different tools to become more creative.

- What is business creativity? Explanations and definitions.
- What can go wrong in a traditional brainstorming session: Reflection and awareness.
- The three components of creativity (Amabile 1998): Expertise – extrinsic versus intrinsic motivation – creative-thinking skills
- For example, we use Edward de Bono's concept of Lateral Thinking and define and apply the concepts of Challenge, Concept Extraction, Provocative Operation (PO) and Random Entry.

- We also use other methods such as, for example Synectics.
- Idea generation, idea development, idea evaluation.
- Idea Evaluation: Six-Thinking heads (Edward de Bono), Checkerboard, Map-it

In the second part of the course, students will learn the structure methods and tools in order to lead a creativity session for a group.

- During the course students will get exercises/assignments to practice their knowledge and skills.
- Group composition will change on a regular basis. Students have to work in different groups. The lecturer will decide on the composition of the groups.

In the entrepreneurship part, we will introduce the strategyzers' Business Model Canvas in order to analyze business models of start-ups. We will also analyze appropriate marketing tools for start-ups, who don't have a multi-million dollar marketing budget.

- Business Model Canvas (BMC): An Introduction
- Pain Killers and Gain bringers
- How to use the BMC in presentations: How to structure information effectively

Examples

- In the creativity part of the course, we will for example try to generate ideas for "the supermarket of the future". We will use, for example, the concept of *Lateral Thinking* (Edward de Bono) to generate ideas. For example, we will ask the question of how a general/politician/baker would tackle this question ('Random Entry Strategy').

- A potential assignment could be, that students get a (very) small amount of money, they can invest in their new start-up. Students have a few days for planning, but the idea has to be executed within 2 – 3 hours. The objective could be to generate as much profit as possible. The students will get time to present their planning process, ideas, as well as the outcome.

Bibliography:

Primary readings:

- Osterwalder et al. (2014): Value Proposition Design.
- Amabile, Teresa M. How to kill creativity. Harvard Business Review, September-October 1998, 77 – 87.

Motivational readings:

- Guillebeau, Chris (2012): The $100 Startup. Pan Books.

Secondary readings:

EFMD EQUIS ACCREDITED
AACSB ACCREDITED
ASSOCIATION AMBA ACCREDITED

- Byrge, Christian and Hansen Sören: Enhancing Creativity for Individuals, Groups and Organizations, Frydenlund Academic.

Teaching methods:
Lectures, Videos, Group presentations
Students are expected to attend all lectures. 100 % participation rate is necessary.

Prerequisites:
Introduction to Economics, Introduction to Marketing & Management, Introduction to Accounting

Examination methods:
60 % Group Assignments
40 % Written Exam

Note: This course is comparable to the officially accredited course Innovation Management (ECTS: 7) at the Faculty of Economics, University of Ljubljana.