

**Course Outline**  
**Department of Management**  
**School of Business and Economics**

**ORGB 3750-3**  
**Creativity and Innovation (3,0,0)**

**Calendar Description**

Students explore the theory and practical strategies for promoting creative and innovative thinking in the workplace and managing employees through these processes. Topics include types of innovation, the S-shaped diffusion curve, generating new ideas, recognizing opportunities, moving innovations to the market, creativity and creative groups, enhancing creativity, and leading creativity.

**Educational Objectives/Outcomes**

Upon completion of the course, students will be able to:

1. Discuss various types of innovative processes.
2. Describe the strengths and weakness of the S-curve model of innovation.
3. Apply the key planning elements of idea generation.
4. Demonstrate the process of opportunity recognition.
5. Identify the key steps in moving an innovation to the market.
6. Explain the components of the individual and group creativity.
7. Illustrate a command of the issues found with creating a culture of innovation.
8. Critique the role of a leader in facilitating creativity with the organization.

**Prerequisites**

CMNS 1290; ORGB 2810

**Co-requisites**

None

**Texts/Materials**

Harvard Business Essentials, Managing Creativity and Innovation, Harvard Business Press, 2003.

## Student Evaluation

Tests/quizzes	20-40%
Case studies/research projects/assignments	20-40%
Final exam	30-50%

## Course Topics:

1. Types of Innovation
  - Incremental and radical innovation
  - Factors that favor incremental innovation
  - Innovations in processes
  - Service innovations
2. The S-Curve
  - The S-curve model of innovations
  - Limits to the S-curve model
3. Generating Ideas
  - New knowledge
  - Empathic designs
  - Invention factories and Skunkworks
  - Mental preparation
4. Recognizing Opportunities
  - Tools for recognizing opportunities
  - Business evaluation
5. Moving Innovations to Market
  - Idea funnel
  - Stage-Gate systems
  - Financial issues in process
6. Creativity and Creative Groups
  - Components of individual creativity
  - Characteristics of creative groups
  - Time pressure and creativity
7. Enhancing Creativity
  - Organizational enrichment
  - Workplace culture for creativity
8. Leading Creativity
  - Developing a creative culture
  - Creativity and strategy
  - Facilitating the creative workforce

**Methods for Prior Learning Assessment and Recognition**

As per TRU Policy

**Attendance Requirements – Include if different from TRU Policy**

As per TRU Policy

**Special Course Activities – Optional**

**Use of Technology – Optional**