

## Courses in English Course Description

<b>Department</b>	10 Business Administration
<b>Course title</b>	<b>Creative Problem Solving in the Era of Reimagined Capitalism</b>
<b>Course number</b>	04.02.2023
<b>Hours per week (SWS)</b>	35
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	Students will be able to apply Creative Problem Solving (CPS) methodology to problems faced by businesses adapting to the emerging requirements of reimagined capitalism, ESG, and the corporate social purpose movement.
<b>Prerequisites</b>	None
<b>Recommended reading</b>	<p>1.Canadian Purpose Economy Project, 2023, Social Purpose in Canada Status Report 2023 <a href="https://purposeeconomy.ca/wp-content/uploads/2023/12/CPEP-Social-Purpose-in-Canada-Status-Report-2023.pdf">https://purposeeconomy.ca/wp-content/uploads/2023/12/CPEP-Social-Purpose-in-Canada-Status-Report-2023.pdf</a> (accessed January 26, 2024).</p> <p>2.Henderson, R. M. (2021). Reimagining capitalism, Management and Business Review, Vol. 1, No. 1, Winter 2021. <a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3914803">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3914803</a></p> <p>3.Holmes, W.R. (2023), 'Motorcycle Offsetters: Carbon Offsets for Motorcycle Enthusiasts', (case study provided by instructor).</p> <p>4.Holmes, W.R. (2023), 'Integral Hockey: A Social Purpose Enterprise' (provided by instructor).</p> <p>5.Puccio, G. J., Firestien, R. L., Coyle, C., &amp; Masucci, C. (2006), A review of the effectiveness of CPS training: a focus on workplace issues. Creativity and Innovation Management, 15(1), 19–33. <a href="https://doi.org/10.1111/j.1467-8691.2006.00366.x">https://doi.org/10.1111/j.1467-8691.2006.00366.x</a></p>
<b>Teaching methods</b>	A combination of lectures, workshops, case studies, group work.
<b>Assessment methods</b>	<p>1.Group presentation (approx. 4 students per group) on the final day of the course.</p> <p>2.Individual reflection paper due after the end of the course. 4-5 pages</p>
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	William Holmes
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<b>Link</b>	<a href="https://www.royalroads.ca/people/william-r-holmes">https://www.royalroads.ca/people/william-r-holmes</a>
<b>Course content</b>	<p>Day 1: A.M. Lecture - An introduction to reimagined capitalism, Day 1: P.M. Case study "Motorcycle Offsetters: Carbon Offsets for Motorcycle Enthusiasts"</p> <p>Day 2: A.M. Lecture - The Purpose Economy and corporate social purpose, Day 2: P.M. Case study "Integral Hockey: A Social Purpose Enterprise",</p> <p>Day 3: A.M. Lecture - An introduction to the Creative Problem-Solving (CPS) Methodology, Day 3: P.M. Workshop - Identification and refinement of business problems facing companies in an Era of Reimagined Capitalism,</p> <p>Day 4: A.M. Lecture - Environment, Social, and Governance (ESG) challenges facing business Day 4: P.M. Workshop - Application of CPS Methodologies to addressing problems facing companies in an Era of Reimagined Capitalism,</p> <p>Day 5: A.M. Workshop - Application of CPS Methodologies to addressing problems facing companies in an Era of Reimagined Capitalism, Day 5: P.M. Student group presentations. Wrap-up.</p>
<b>Remarks</b>	The readings have been kept short to facilitate the intensive 5 day delivery. Each one of the 5 assigned readings is between 6-12 pages.