Department	10 Business Administration
Course title	**Creativity Enhancement**
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	Creativity is one of the least understood and most wanted properties on the job market. We dissect some of the myths surrounding the notion. How does true creativity come about? What are the opportunities and dangers when using it in a business environment?Through a series of exercises and tests students sharpen their creativity. The basic principles are applied in cases of marketing, conflict management and start-ups.
Prerequisites	In order to successfully pass this class you should have an understanding of business and IT-development processes as well as good English language skills. The seminar is open to Erasmus students as well as students from other departments who qualify as stated above (Courses in English).
Recommended reading	McKee, Robert: Story, Harper Collins Publishers, 1997 Epstein, Alex: Thinking inside the box, Holt Paperback, 2006 Heath, Dan; Heath, Chip: Made to Stick, Random House, 2007 Van Dijk, Bert: Influencing others? Start with Yourself, on behaviour and Leary's Rose, Thema Publishers, 2010
Teaching methods	Workshop, seminar
Assessment methods	☐ Active participation in the tutorials ☐ Development, presentation and defence of the case study solutions in plenary discussion ☐ Street assignments ☐ Portfolio
Language of instruction	English
Name of lecturer	Bart Van Peel
Email	bart.vanpeel@KdG.be
Link	

Course content

Getting ideas
• Curiosity and boredom
• Leaving your comfort zone
• Creative destruction
• 'Copyright is for losers'
• The problem of authority and risk
• The problem of no problem
• Brainstorm techniques : reversal, incubation, boredom, criticism, play,…
• Harvesting after the brainstorm: decision techniques
• + marketing cases and exercises

From idea to result
• The problem of uniqueness
• Mental attitudes of the genius
• Mental attitudes of the idiot
• Dealing with rejection strategy
• What is a project?
• Getting started

Creativity in conflict management
• Conflict theory
• Role play and imagination training
• Rose of Leary acting exercises

Creative Stoytelling
• Theory: What's a story and why does it work?
• How to find stories? How to tell stories?
• Using stories in marketing and journalism
• Group and individual exercises

Remarks