Courses in English
Course Description

Department	10 Business Administration
Course title	**Creativity Enhancement**
Course number	
Hours per week (SWS)	3
Number of ECTS credits	4
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, 1997Epstein, Alex: Thinking inside the box, Holt Paperback, 2006Heath, Dan; Heath, Chip: Made to Stick, Random House, 2007Van Dijk, Bert: Influencing others? Start with Yourself, on behaviour and Leary's Rose, Thema Publishers, 2010
Teaching methods	Workshops, 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	
Link	https://nine.hm.edu/ModuleDescription/Semester?moduleId=6ab30d83-5e17-ef11-9209-0050568f928d&semId=2bf6dc8e-9a07-e811-94bf-00155d6e6b0a
Course content	
Remarks	Dates: 11.01.2027 9 a.m. - 5 p.m. 12.01.2027 same time 13.01.2027 same time 14.01.2027 same time