SUBJECT: BUSINESS CREATIVE MANAGEMENT					
Studies: Management I cycle studies Management Specialty: Psychology In Business			**Faculty: Management**		
Subject status	**Type of studies**	**Semester/ Term**	**Teaching hours**		**ECTS Points**
			lectures	**classes**	
	Full time studies	5	-	20	**2**

Course description:

Business Creative Management is a dynamic program aimed at developing a creative mindset and fostering innovation within business environments. It focuses on equipping individuals with the skills and knowledge necessary to thrive in an ever evolving and competitive business landscape driven by creativity and innovation. The curriculum begins by nurturing a culture of creativity and innovation, emphasizing the importance of thinking outside the box and challenging conventional business norms. It provides insights into creative problem-solving techniques, encouraging students to approach business challenges from different perspectives. Students explore the creative processes involved in ideation, brainstorming, and concept development. They learn methodologies such as design thinking and lateral thinking to generate and refine innovative business ideas. An entrepreneurial mindset is cultivated throughout the program, encouraging students to explore new opportunities, take calculated risks, and envision innovative business ventures. This involves understanding the link between creativity, innovation, and entrepreneurship. Moreover, the curriculum emphasizes collaboration and teamwork as catalysts for creativity. It focuses on creating environments that foster collaborative creativity and effective team dynamics to generate and implement creative ideas. Utilizing technology and digital tools for enhancing creativity forms a crucial aspect. Students learn to harness technology's potential to fuel innovation and creativity in business practices. Additionally, the program addresses change management in implementing creative ideas within organizations, emphasizing strategies for successful change implementation. Furthermore, ethical, and sustainable considerations are integrated into creative management approaches, emphasizing the importance of ethical behavior and sustainable practices in creative business endeavors.

The course is filled in with many case studies and practical examples of Business creative management problems, so it should be interesting for all those students who are eager to deal with management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Fostering Innovation: To cultivate a mindset that encourages creative thinking and innovation within business contexts.
2. Developing Creative Problem-Solving Skills: To equip students with skills to identify, analyze, and solve complex business challenges through creative approaches.
3. Understanding Creative Processes: To explore the stages of creative processes and methodologies for generating innovative ideas.
4. Cultivating Entrepreneurial Mindset: To instill an entrepreneurial spirit that stimulates business creativity, risk-taking, and opportunity recognition.
5. Encouraging Design Thinking: To apply design thinking principles for developing innovative products, services, and business strategies.
6. Promoting Collaboration and Team Creativity: To foster an environment conducive to collaborative creativity and teamwork within organizations.

7. Adopting Technology for Creativity: To utilize technology and digital tools to enhance creativity and innovation in business practices.
8. Implementing Change Management: To understand how to manage and implement creative ideas and organizational change effectively.
9. Ethical and Sustainable Creativity: To emphasize ethical and sustainable approaches to creativity, considering societal and environmental impacts.

Teaching the functions and role of Business creative management for contemporary market entities, developing skills in solving Business creative management problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Business creative management problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Business creative management in contemporary world.

COURSE EVALUATION:
Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:
The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.
Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:
Lectures and case studies (multimedia, case study – projects on sales management topics)

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Main topics:

1. Introduction to Creative Thinking in Business
2. Creative Problem-Solving Techniques
3. The Creative Process: Ideation and Concept Development
4. Entrepreneurial Mindset and Innovation
5. Design Thinking in Business Strategies
6. Collaboration and Team Creativity
7. Technology and Digital Tools for Business Creativity
8. Change Management in Creative Implementation
9. Ethical and Sustainable Creativity in Business

Literature
Main texts:

1. Amabile, Teresa M. - "The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work" - Harvard Business Review Press - 2019
2. Kelley, Tom, Kelley, David - "Creative Confidence: Unleashing the Creative Potential Within Us All" - Crown Business - 2018
3. Brown, Tim - "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation" - Harper Business - 2019
4. Sawyer, R. Keith - "Group Genius: The Creative Power of Collaboration" - Basic Books - 2019

Additional required reading material:

1. Catmull, Ed - "Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration" - Random House - 2018
2. Robinson, Ken - "Out of Our Minds: The Power of Being Creative" - Capstone - 2018
3. Martin, Roger L. - "The Design of Business: Why Design Thinking is the Next Competitive Advantage" - Harvard Business Review Press - 2018
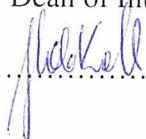
Rules of the exams on subject (Assessments)
Lectures – n/a
Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: ....