

**ENGLISH – SYLLABUS (SPECIALTY)**

**SUBJECT:**

**CREATIVE AND CRITICAL THINKING**

**Studies: Management**

II cycle studies  
Excellence in Management  
Specialty: Modern Communication In Business

**Faculty: Management**

| Subject status | Type of studies   | Semester/<br>Term | Teaching hours |         | ECTS Points |
|----------------|-------------------|-------------------|----------------|---------|-------------|
|                |                   |                   | lectures       | classes |             |
|                | Full time studies | 3                 | -              | 18      | <b>1</b>    |

**Course description:**

This program on Creative and Critical Thinking is designed to empower students with the cognitive tools necessary for success in a rapidly evolving world. Through a dynamic curriculum, students will engage in activities that challenge traditional modes of thought, fostering an environment where creativity and critical thinking intersect seamlessly. The program emphasizes practical applications, ensuring that students not only grasp theoretical concepts but can apply them to real-world situations. By the program's conclusion, participants will emerge as adept problem-solvers, confident communicators, and original thinkers poised to excel in any professional or academic pursuit.

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

**COURSE LEARNING OBJECTIVES:**

- 1.Enhance Problem-Solving Skills: Develop the ability to approach challenges with a creative and critical mindset, fostering innovative solutions.
- 2.Cultivate Analytical Thinking: Train students to analyse information critically, identifying biases, assumptions, and logical fallacies to make informed decisions.
- 3.Promote Originality in Thought: Encourage creative expression and thinking "outside the box," fostering unique perspectives and ideas.
- 4.Develop Effective Communication: Equip students with the skills to articulate their thoughts persuasively and engage in constructive dialogue, emphasizing clarity and coherence.
- 5.Foster Interdisciplinary Understanding: Integrate diverse perspectives and knowledge domains, encouraging the application of creative and critical thinking across various disciplines.

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

Creating presentations for the reports and written reports on Creative and critical thinking problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Creative and critical thinking 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)

**Course overview:**

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**Main topics:**

1. Foundations of Creative and Critical Thinking
2. Analytical Decision Making
3. Creativity and Innovation in Practice
4. Effective Communication Strategies
5. Problem-Solving Techniques
6. Critical Analysis of Information
7. Interdisciplinary Thinking
8. Ethical Dimensions of Critical Thinking

**Literature****Main texts:**

1. Daniel Kahneman "Thinking, Fast and Slow" - Farrar, Straus and Giroux – 2019
2. Angela Duckworth "Grit: The Power of Passion and Perseverance" – Scribner - 2016
3. Carol S. Dweck "Mindset: The New Psychology of Success" - Ballantine Books - 2016

**Additional required reading material:**

1. Adam Grant "Originals: How Non-Conformists Move the World" – Viking - 2016
2. Steven Johnson "Where Good Ideas Come From: The Natural History of Innovation" - Riverhead Book – 2019

**Rules of the exams on subject (Assessments)**

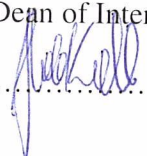
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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