

## RBSBIC01H Business innovation and Creativity - Creative Problem Solving

Course module	RBSBIC01H
Credits (ECTS)	2
Category	SG (Student-driven track)
Course type	Elective at hogeschool level
Language of instruction	English
Offered by	Hogeschoolbrede keuzevakken;
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Lecturer(s)	drs G. Groeneveld

### Aims

Human creativity has been a successful driving force for economic activities. In today's society and work environment specific skills and knowledge become rapidly outdated and new areas rise. If students want to be ready to meet the challenges for their future professional environment, it is essential that they possess creative thinking skills. This course therefore aims to teach students how to apply creative skills in a business environment and aims to develop a positive attitude towards the use of creativity for innovative business ideas.

**Entry requirements:** - B1.2 (Common European Framework) level of English (oral and written).

**Justification:** The Hogeschool Rotterdam wants to challenge ambitious students with its Honours Programme. The honours programme is designed as an answer to the growing demand for entrepreneurial professionals who can work with people from other disciplines and cultures and who possess a critical, enquiring and open mind. The heart of this programme consists of five innovative competencies: innovation driven, demand driven, collaborative working, interactive learning, and knowledge creation. For honours students of the RBS it is therefore essential to develop creative qualities and an attitude which they have use to bring their assignments to a success.

### Goals:

1. Students will understand the concept of creativity and innovation in a business environment.
2. Students will learn to alter their perspective.
3. Students will learn creative approaches to problem solving in a (international) business context.
4. Students will understand the challenge of the problem.
5. Students prepare for action. 6. Students will learn how to plan an approach to creative problem solving.
7. Students will understand the importance of people as creative problem solvers.
8. Students will understand the context for creative problem solving.
9. Students will be able to apply the learned skills and knowledge of creative problem solving.
10. Students collaborate with other students on assignments.

### Content:

- Definition of creativity and problem solving.
- Creative Problem Solving.
- Understanding the Challenge.
- Generating Ideas
- Preparing for Action
- Planning the Approach to Creative Problem Solving
- Understanding the Context
- The Role of Content
- Designing the Process with CPS
- Applying CPS

**Instructional modes:** Students are instructed with necessary information on the topics which will be discussed and tested with weekly assignments. Students have to study literature for each session and prepare the assignments.

**Test mode:** Focus is on demonstration of the learned skills and knowledge in allegiance with the five innovative competencies of the honours programme: innovation driven, demand driven, collaborative working, interactive learning and knowledge creation. Each week students will make an assignment and in week 8 they have to do a final assignment based on all the previous learned skills and gained knowledge. In total they have to hand in 6 week assignments and 1 final assignment. Lessons learned must be demonstrated by a reflection report on basis of the STARR methodology: Situation, Tasks, Action, Results, Reflection.

**Literature:** Scott G. Isaksen, K. Brian Dorval and Donald J. Treffinger, Creative approaches to problem solving. A Framework for Innovation and Change. Third Edition. SAGE Publications Ltd., Los Angeles 2009. ISBN 978-1-4129-7773-9 (Pbk) Recommended further reading e.g.: Steven Johnson, Where Good Ideas Come From. The Seven Patterns of Innovation. Penguin Books, London 2010. ISBN 978-0-141-03340-2 Guy Bauwen, Innovation Compass. ISBN 9781616272760 [www.innovationcompass.eu](http://www.innovationcompass.eu)

**Remarks:** The HP version is only open for students that plan to participate in Honours programmes of Rotterdam University ( RBS AND other institutes/schools) and to IBMS Exchange Program students.