

COURSE DETAIL

CREATIVITY AND BUSINESS INNOVATION

Country

United Kingdom - England

Host Institution

University of Cambridge, Pembroke College

Program(s)

Summer in Cambridge

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

105

UCEAP Course Suffix

S

UCEAP Official Title

CREATIVITY AND BUSINESS INNOVATION

UCEAP Transcript Title

CREATIVITY&BUSINESS

UCEAP Quarter Units

5.00

UCEAP Semester Units

Course Description

Innovation and creativity are often seen as crucial for individual success and companies' performance, and indeed for economic growth and social development. Business innovation is broader in scope than product or technological innovation, as it also involves changes to organizational processes, structures, and services. Creativity is a central aspect of innovation, as it drives the generation of new ideas and behaviors. Thus, studying creativity is crucial for understanding innovation, and indeed for becoming more creative. Yet, many questions remain open. Are novel ideas based on imagination leaps or incremental processes? Is creativity about finding new solutions or about exploring new problems altogether? How can we become more creative? Moreover, is it always the “best” solutions that prevail in the market? If not, what else matters for success? In addition to creativity, innovation requires tailored expertise, coordinated resources, and appropriate structures. Thus, most types of business innovation rely on a collective endeavor driven by the top management and employees from different functional areas. Collaboration with internal and external parties and constant changes of market and competitive factors expand innovation opportunities; however, they also complicate the innovation management process.

Language(s) of Instruction

English

Host Institution Course Number

481

Host Institution Course Title

CREATIVITY AND BUSINESS INNOVATION

Host Institution Campus

University of Cambridge

Host Institution Faculty**Host Institution Degree**

Host Institution Department

Economics, Business and Management

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