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

3.30

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 Course Details

Host Institution Campus
University of Cambridge

Host Institution Faculty

Host Institution Degree
Host Institution Department Economics, Business and Management
Course Last Reviewed

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