

COURSE DETAIL

MANAGING CREATIVITY

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

156

UCEAP Course Suffix**UCEAP Official Title**

MANAGING CREATIVITY

UCEAP Transcript Title

MANAGING CREATIVITY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Creativity is an increasingly important skill for contemporary workers, and a key ingredient of organizations' ability to survive and thrive. As creativity is an important source of competitive advantage, organizations are increasingly seeking to foster it; yet, at the same time, organizations and society more broadly often end up stifling creativity in individuals, leading to a loss of confidence, talent, and good ideas. The objectives of this course are (1) to help students discover, develop, and protect your creative ability; and (2) to provide them with a richer understanding on how creativity can be enhanced and managed in a work setting. Students learn about the basic features of creativity and creative processes, both short-term and over longer time periods, and on how to nurture creativity in themselves and others, stimulating factors that enhance creativity and removing the barriers that impede it. The course looks at creativity in many domains, including business, science and technology, the arts, and day-to-day life more broadly. Classes are largely "hands-on", relying on exercises, class discussion, guest speakers, and case studies, as well as on lectures and readings. The course is structured in two parts. In the first part, students focus on themselves and acquire knowledge regarding (1) what creativity is, (2) how to build, feed, and stimulate creativity, and (3) the journey of an idea from inception to implementation. In the second part, students acquire knowledge on (1) how to manage creativity in organizations, (2) how to work effectively in creative teams, and (3) what does it mean to lead effectively for creativity.

Language(s) of Instruction

English

Host Institution Course Number

30297

Host Institution Course Title

MANAGING CREATIVITY

Host Institution Campus

Host Institution Faculty
Host Institution Degree
Host Institution Department Management and Technology

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