

## Syllabus

### **A. General Information**

Name	: <b>Creativity &amp; Innovation Management</b>
Code	: RIC145
Pre- requisites	: none
Co – requisites	: none
Credits:	: 10
Semester:	: 2nd 2013
Number of sessions per week	: 2
Academic hours per semester	: 0
Teaching Assistant hours per semester	: 0

### **B. General Description**

We can predict success depending on how well we adapt to and take advantage of change. So how do we adapt well and fast? Einstein had an answer: “you can’t solve a problem with the same mindset that created it”. Therefore we need to reconnect our complete brain and start waking up the natural creativity that lies inside us. In this course we will also learn new tools to rethink business models in order to match people real needs, understanding that human centered design is the best chance to succeed in the marketplace. In the age of community and engagement, Innovation requires and holistic outlook and for that the ability to work in a multidisciplinary and collaborative way has never been more crucial.

Key learning : waking up creativity, human centered design, holistic outlook, team work , collective intelligence.

### **C. Course General Objectives**

#### Conceptual Level:

- Empower students in relation to their natural creativity skills
- Understand the design process as a strategic tool for innovation
- Understand the sequential steps that involves the development of products, services, and Interactions.
- Develop an holistic and systemic approach to problem solving.

#### Procedural Level:

- Observe, identify and discriminate the variables involved in a problematic.
- Organize and plan the steps or procedure to develop a solution.
- Identify and define the key components a of a product system.

#### Attitudinal Level:

- Appreciate the interest in exploration beyond the traditional.
- Incorporate the exploration and innovation as a permanent working stance.
- Develop the ability to challenge existing solutions.
- Debating and exposing arguments to support objectives.
- Working in teams.

## **D. Contents:**

### **1. First Unit: Introduction**

- To be aware of the historical changes the world is experiencing in all areas and Identifying opportunities.
- Recognize the own creativity, its potential and understand the need of permanent Self- education and expansion
- Understanding the importance and need for innovation.
- Understanding and managing a human centered innovation methodology.

### **2. Second Unit: Investigation**

- Recognizing the importance of observation and empathy tools to understand real user needs.
- Developing own observation guidelines and tools to gather information.

### **3. Third Unit: Ideation**

- Developing the ability to create in a collaborative and diverse team.
- Designing multiples alternatives of solutions for the same problem.

### **4. Fourth Unit: Prototyping**

- Developing the ability to materialize concepts and ideas through modeling and “ Rapid Prototype “. ( Thinking with your hands )
- Communicating ideas trough visual maps and three-dimensional representations.
- Learning how to get feedback from the users by testing the prototypes.

## **5. Fifth unit: Implementation**

- Controlling and combining multiple variables of a problem.
- Detecting the key proposals and synthesizing them in a final solution
- Identifying the appropriate specialists to develop the design.
- Creating a system around the solution and developing a value proposition.
- Designing an effective presentation of the offer.

## **E. Teaching methodology:**

This course will be driven following the concept of "Learning by doing" where the students are the main actors of the learning process and the teacher a facilitator.

During one semester, students will develop a design project in teams, following the process step by step , presenting their advances weekly and getting the feedback from their classmates and the mentoring of the teacher.

## **Attendance:**

Due to the methodology explained before, 75% is the minimum required attendance. Students with less than required attendance will not be allowed to take part in the final Exam.

## **F. Bibliography and Web sites :**

Authenticity, Joseph Pine & James Gilmore  
The Design Full Company, Marty Neumeier,  
The Design of Business, Roger Martin  
Change your Dam Thinking, Gray Mc Quarrie  
Change by Design, Tim Brown

[www.springwise.com](http://www.springwise.com)  
[www.ted.com](http://www.ted.com)  
[www.trendwatching.com](http://www.trendwatching.com)  
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