

Syllabus

Creativity & Innovation Management

General Information

Subject: Creativity & Innovation Management

Code: RIC 152-1 / RIC 152-2

Credits: 10

Sessions per Week: 1 (2 academic units)

Academic Hours: 32

General Description

This course integrates traditional creativity and innovation management principles with a real-world AI-powered sustainability startup challenge. Beginning in Week 4, students will work in fixed teams to research, design, and develop startup proposals aligned with one or more of the UN 17 Sustainable Development Goals.

Through a combination of flipped classroom learning, project-based methodology, and progressive evaluation milestones, the course equips students with leadership skill development, critical thinking, creative problem-solving, and entrepreneurial prowess essential for thriving in a world of constant change.

Course Objectives

Conceptual Level:

- Empower students to recognize and grow their creative and problem-solving abilities.
- Foster systemic, strategic, and human-centered thinking in response to real-world challenges.
- Deepen understanding of value chains, user needs, and innovation contexts.

Procedural Level:

- Conduct structured research and needs analysis using AI-enhanced tools.
- Frame innovation opportunities, define UVP's, and build lean business models.
- Prototype, test, and iterate solutions using on-line, off-line and AI-supported tools.

Attitudinal Level:

- Cultivate curiosity, critical thinking, and collaborative ideation.
- Build confidence in presenting and defending ideas.
- Practice leadership and agile teamwork throughout the challenge cycle.

Course Units and Startup Challenge Integration

Unit One: Introduction

Themes: Personal creativity, macro trends (AI, distributed work), UN SDGs, flipped classroom activation.

Challenge Focus: Introduction to the AI startup challenge; project scoping begins in Week 3.

Unit Two: Strategy and Ideation

Themes: Strategic foresight, research tools, empathy mapping, UVP definition.

Challenge Focus: Define the problem, research context, validate assumptions, and explore AI tools for user insights.

Unit Three: Prototyping and Customer Testing

Themes: Rapid prototyping, systems thinking, solution iteration, target feedback.

Challenge Focus: Develop MVPs, build prototype website, test with target group(s), assess scalability and readiness.

Unit Four: Promotion & Media Selection

Themes: Communication strategy, creative production, presentation readiness.

Challenge Focus: Develop investor pitches, visual and persuasive storytelling using different design tools, including generative AI.

Final Exam

Format: 20-minute live pitch.

Focus: Present, validate, and budget the startup company, demonstrating problem-solution fit, customer validation, market positioning, and a financially coherent model. The budget must be clear and convincing enough for an external investor to assess viability, including a defined funding “ask” and use of funds.

Teaching Methodology

This is a flipped classroom, project-based course where students lead their learning. The instructor acts as facilitator, providing tools and guiding inquiry.

Weekly mentoring sessions support project milestones. AI tools are used to support ideation, research, design, and communication. Deliverables are evaluated progressively, with self-assessment playing a key role.

Evaluation

Midterm I (15%): Problem definition and project proposal

Midterm II (25%): Prototyping MVP, customer testing

Midterm III (30%): Promotion campaign and creative development

Final Exam (30%): Investor-style pitch

Attendance requirement: 75% minimum.