

Creative Skills

Name course:	Creative Skills
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	Business Skills and Languages
Study load:	2 ECTS/ 56 hours
Lecturer:	Sean Straatman

Content course

Course description	<p>You'll hear the same sound in most organisations: "we need creativity and innovation to survive and thrive". As such a business consultant should be able to understand, facilitate and work the creativity and innovation process.</p> <p>This course will help you (further) develop your creative skillset. Thus allowing you to contribute to this creativity and innovation process as a business consultant.</p> <p>After this course you'll have a portfolio containing all sorts of experiments, that shows your creative skill set. Topics or techniques that could be in your portfolio are, for example: investigation and exploration, idea generation, idea championing and preparing and influencing key decision makers and finally being a change agent.</p>
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Core competences and learning objectives	
Strategic Management Design Change	<p>After completing the course a student will be able to:</p> <ul style="list-style-type: none"> ▪ Identify improvement opportunities for an existing organisation, product or service. ▪ Generate new or novel ideas for an existing organisation, product or service. ▪ Identify and influence key decision makers. ▪ Plan and facilitate the decision making and implementation process in choosing the right solution.

General course information	
Required previous knowledge	This course is open to all students, keep in the back of your mind that creative skills are more easily applied if you have more knowledge of the area that you want to (re)create in.
Recommended literature	Some scientific articles, blogs, vlogs and tutorials will be made available.
Way of working	The course is set up to let you develop your own portfolio with experiments. As such we will not work in a regular classroom but we'll find a different environment that challenges you. When we are together we'll reflect on the success of your experiments.
Exam	Your portfolio will be a collection of evidence, showing how you developed your creative skill set. This evidence can be accumulated throughout the weeks that the course is scheduled.
Caesura	The portfolio will be marked with a 'pass' or 'no pass' mark. If your portfolio is marked with a 'pass' you'll receive the related 2 ECTS.
Retake exam	The retake of the portfolio is scheduled at the end of the semester. This is usually two or three weeks after the first exam week.

