

Global Learning Semesters

Course Syllabus

Course: ENTR-611 Creativity and Innovation

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ENTR-611	Creativity and Innovation	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

Course Description

By the end of the semester, students will be able to:

- Facilitate and lead cross-functional groups to achieve breakthrough creativity and problem solving applied to innovation and entrepreneurship.
- Identify and select from a range of practical tools to explore a potential opportunity and plan how to design a creative new initiative to exploit it.
- Understand product development processes.
- Theory of creative templates.

Prerequisites

None

Topic Areas

1. Introduction
2. Development Processes and Organizations
3. Product planning
4. Identifying Customer Needs
5. Establishing Product Specifications
6. Concept Generation
7. Concept Selection
8. Concept Testing
9. Product Architecture
10. Industrial Design
11. Design for Manufacturing
12. Photocopying
13. Product Development Economics
14. Managing Projects

Readings and Resources

Required Textbooks

- 2002 Creativity in Product Innovation; Goldenberg, J. and David Mazursky, D. Cambridge University Press.