



# MARMARA UNIVERSITY - Faculty of Business Administration

Business Administration (in English)

## SYLLABUS

Course Code	Course Title	Type of Course	Course Group * for electives	Weekly Course Hours		ECTS Credits	Prerequisite to minimum letter grade
				T	P		
OB2043	Creativity at work	Elective		3	0	5	
Prerequisite		Minimum grade				Grade	
Language of Instruction							
Course Lecturer							
Short Course Content	Introduction, Exploring Creative Intelligence, Exploring Creative Potential, How to Kill Creativity, Principles of Creative Problem-Solving, Ingredients of Creativity, Developing Creativity, Four Strategies for Enhancing Creativity.						
Course Objectives	The course aims to enable students to explore ideas, generate possibilities, and look for many correct answers rather than just one. The objective is to make a contribution to the understanding of human creativity. The course will also help students recognize how significant contributions they can make if they become aware of their creative potential. Methods used for producing creative results will be introduced and practiced with exercises during class hours. Attitudes that foster or block creativity will also be discussed.						
Recommended or Required Reading	1.	Amabile, M. Teresa. (1989). Growing Up Creative – Nurturing a Lifetime Creativity, USA: CUP Press, Basadur, M. J. (1994). Managing The Creative Process in Organizations (Ed. M. J. Runco). Problem Finding, Problem Solving, and Creativity, Norwood, NJ: Ablex.					
Learning Outcomes	1.	Solving problems by using different methods					
	2.	Working in groups					
	3.	Generating ideas					
	4.	Looking at the problems from different perspectives					
	5.	Finding many correct answers, not just one					
Planned Learning Activities and Teaching Methods							
WEEK	Date	Course Contents					
Week 1		Introduction to the Course					
Week 2		Creative Intelligence					
Week 3		Finding One's Creative Potential					
Week 4		Discovering Creative Talent					
Week 5		Principles of Creative Problem Solving					
Week 6		Principles of Creative Problem Solving					
Week 7		Information Phase					
Week 8		Midterm(s)					
Week 9		Ideation Phase					
Week 10		Four Strategies for Enhancing Ceativity					
Week 11		Four Strategies for Enhancing Ceativity					
Week 12		Four Strategies for Enhancing Ceativity					
Week 13		Case Studies Related to Creativity and Innovation Management					
Week 14		Case Studies Related to Creativity and Innovation Management					
Week 15		Case Studies Related to Creativity and Innovation Management					
Week 16		Study week					
Week 17		Final					
Assessment Methods		Assessment Method	Quantity	Date		Weight in Total (%)	Weight in Semester Evaluation (%)
		Final Exam	1			50	0
		Final Make-up Exam (if exists)	1			50	0
		Semester Evaluation				50	100

Methods and Criteria	Midterm(s)		1		50	100.0
	Quiz(zes)					
	Project(s)					
	Homework(s)					
	Laboratory					
	Other					
*** ECTS Credit Calculation ***						
Evaluation Tool	Hour/Quantity	Student Workload Hours		Evaluation Tool	Quantity	Student Workload Hours
Theoretical hours	3.0	42.0		Quiz & preparation	10	10.0
Applied hours	0.0	0.0		Homework		
Laboratory	2.0	28.0		Project	5	5.0
Pre-class self study				Research and presentation		
Post-class self study				Seminar		
Post-application self study				Field study		
Exam preparation & Midterm	10	10.0		Atelier		
Exam preparation & Final	20	20.0		Other		
GENERAL TOTAL :					50.0	115.0
Recommended ECTS Credit (Total Hours / 25) :						5