



BUSINESS SCHOOL

Course Outline 2019
GLMI 712: Understanding and Managing Creativity
Semester One

Course Prescription

Explores theories and research on creativity in both well-established and entrepreneurial organisations at different levels of analysis – individual, groups and firms. Includes topics such as factors impacting creativity, how to manage creative teams and individuals, and how to develop a creative climate in the organisation.

Programme and Course Advice

This course is designed for students seeking to deepen and expand their critical understanding of innovation, entrepreneurship and creative processes in individuals and organisations.

Learning Outcomes

By the end of this course it is expected that you will be able to:

1. Understand the theoretical and practical perspectives of creativity within the context of entrepreneurship and innovation.
2. Evaluate factors that might impede and/or enhance creativity in entrepreneurial and innovative contexts.
3. Assess the challenges of managing creativity in a variety of organisational contexts.
4. Demonstrate appreciation of creativity across different levels of analysis including individual, groups and firms.
5. Demonstrate personal and team creativity.

Content Outline

The specific topics will be confirmed in the first week of semester through consultation with the students. This enables us to build a course guided by students in collaboration with the teaching team.

Topics of interest could include:

- Origins of creativity
- Creative mindsets – individual and team
- Managing creative teams and individuals
- Generating, testing and enhancing new ideas, strategies and techniques
- Reframing problems, making new connections and challenging assumptions
- Using tools like visualisation, mapping and storytelling to create solutions
- Applying Design Thinking to specific challenges
- Transitioning through the phases of inspiration, ideation and implementation
- Fostering cultures that value and reward creativity

Learning and Teaching

This class will meet for three hours, once a week, over the course of the semester. These classes will consist of discussions and presentations, so it is expected that students will come to class prepared to contribute.

Teaching Staff

Dr Deb Shepherd

Office: Room 4111, Owen G. Glenn Building

Email: d.shepherd@auckland.ac.nz

Office hour: TBC

Dr Rhiannon Lloyd

Office: Room 4120, Owen G. Glenn Building

Email: rhiannon.lloyd@auckland.ac.nz

Office hours: TBC

Learning Resources

There is no textbook prescribed for the class. We will use a range of journal articles, book chapters, video clips and news articles. Readings will be available through Canvas / Talis.

Assessment

100% Coursework comprising:

- Assignment 1 – Critical essay on creativity in entrepreneurship and innovation (30%)
- Assignment 2 – Team project and facilitated workshop assessing the opportunities and challenges of managing creativity in an organisational context (50%)
- Assignment 3 – Individual technology challenge capturing reflective insights of the course (20%)

Learning Outcome	Assignment 1 Critical essay	Assignment 2 Team project	Assignment 3 Technology challenge
1	X	X	
2		X	X
3	X	X	
4	X	X	X
5		X	X

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the Teaching Staff.

Student Feedback

Feedback from students will be encouraged and listened to at any stage of the course and specifically sought in weeks 4 and 12.