



Greenwich University

COURSE OUTLINE

SPRING 2019 Term

- **Course** : **Creativity & Innovation**
- **Code** : **GHUM 501**

ADMINISTRATIVE INFORMATION

- **Instructor** : **Mr. Ricardo Anamunthoo**
- **Instructor's Email** : **farhan.a.sheikh@gmail.com**
(Assignments given should be sent to the instructor via email above for marking. After checking they will be returned before the next class.)
- **Class Session** : **March 25, 2019 – July 20, 2019**
- **Class Timings** : **Sunday, 11:30 Am – 02:00 Pm**

A 10-minute break will be given. Any student coming late or returning late after the break will be considered absent for that day.

In case of cancellation / makeup of a class you will be notified through the website of Greenwich and / or through your Greenwich email account.

ATTENDANCE:

100% class attendance is mandatory for the students to enable them to appear in the final examination. However, in case of an emergency / serious illness the students will be eligible to (02) absences during the whole semester.

RULES AND REGULATIONS:

- All mobile phones must remain switched off or kept on silent / vibration mode) for the entire duration of a class. Any breach of this rule will lead to immediate confiscation of the phone, which will only be returned after the semester is over.
- Smoking is strictly prohibited on the entire campus, except the cafeteria.
- No food, drinks, gum or beetle-nut (chalia) are allowed inside the classroom.
- In order to maintain the sanctity and decorum on the University Campus, all male and female students are required to be dressed in a decent and appropriate manner. The University shall take a particularly stern view of any kind of immodest and revealing clothes.
- The Student ID Card must be displayed while attending class.
- Cheating, plagiarism, offensive language and disruptive behavior will be addressed according to policies for academic misconduct mentioned in the Students' Handbook.

COURSE OBJECTIVE:

The aims of the course are:

The course is designed to develop in students practical skills for creative and innovative thinking that managers and entrepreneurial leaders can use to identify opportunities, generate value-creating ideas and overcome barriers to successfully bringing new concepts to life. In this course, students will:

- Learn a range of creative thinking tools and how to practically apply these to the Innovation and entrepreneurial process.
- Develop an appreciation of the personal and organisational factors that influence organisational creativity and innovation, and how to influence them.
- Acquire innovation team leadership and facilitation skills that will prepare them to lead teams to achieve breakthrough creativity and problem solving.

This subject assumes exposure in previous courses to the principles of the innovation process, marketing, accounting and leadership; the forces and ground rules that operate in organisations that seek to innovate and the various analytical tools that need to be used in business in general and innovation in particular.

This course seeks to build on these principles by developing specific skills in creative and innovative thinking techniques. We will also focus on the team skills required by entrepreneurs and innovators to develop opportunities and solve problems. There will be a focus on practical application of these skills, both in the classroom when applied to learning activities and during individual and team assignments.

The above course includes an project for International Conference relating to Energy Management on his being organized (On-line) in May 2011.

The above project will need to be completed by April 15, 2011.

TEACHING METHODOLOGY:

- Lectures
- Assignments
- Presentation by students
- Research Paper on Articles Presented at HEC Digital Library
- International Conference (On-line)
- Report
- Guest Speaker: A professional from the Financial Sector will be invited to share his / her experiences with the students.
- **Case Studies:**

PERFORMANCE REQUIREMENTS:

Complying with the course requirements with active class participation and timely submission of assignments.

MATERIAL / RESOURCES:

RECOMMENDED TEXTS:

Cracking Creativity: The secrets of creative genius by Michael Michalko
The Mind Map Book

Reference:

- Managing Creativity and Innovation Harvard Business Essentials

Compulsory Reading:

- i. Economic & Business Review (DAWN)
- ii. Pakistan & Gulf Economist (PAGE)

❖ Students are urged to seek assistance from www.hecdigitallibrary.edu.pk for preparation of research papers, assignments and term reports.

- Use the following link for research
 - Bentham Science
 - Blackwell Synergy
 - Ebscohost

Within the above

- ❖ Academic Search Premier
- ❖ Business Source Premier
- Springerlink
- Oxford University Press
- Greenwich Research Development Center (GRDC) and computer laboratory will have all the necessary software (SPSS) and full access to the digital library and internet.

EVALUATION METHODS AND ASSIGNMENTS:

- Quizzes will be given in every class based upon the lesson taught in the previous session. The teacher will mark and return them to the students in the next class.
- Students who maintain 100% attendance in a minimum course load of five will be awarded a certificate and his/her name/picture will be placed on the notice board
- Students must submit their portfolio to their teacher before the last session (11th week). The portfolio submission will carry 02 marks.
- Class Assignments should be given regularly using Turnitin software you may contact Dr. Sultan Mughal for assistance in the use of Turnitin software
- Class participation
- Mid-Term and Final Examination
- Final exams will comprise questions based on the entire syllabus, including the teaching done before the Mid-Term Exam.
- Report: The students will be assigned, individually, or in groups to write term paper / report based on visit to the corporate entities / markets and discussions with professionals and practitioners. All such visits will be undertaken through official transmittal letters to be issued by the University on the request of students and / or faculty.

GRADING:

* Quizzes	10%
* Final Project.....	20%
* Assignment.....	10%
* Mid-term Exam	30%
* Final.....	30%

Portfolios should be maintained by students of all their assignments, quizzes, /presentation, etc. The portfolios must be submitted to the class teacher in the 11th class. The portfolios will then be handed over by the teacher to the Dean of the Faculty.

COURSE CONTENTS WEEK WISE

WEEK I:	Welcome/Orientation Overview
WEEK II	Processes of Creativity and Innovation / Theories
WEEK III	C & I in Marketing Communication - ATL
WEEK IV	C & I in Marketing Communication – Online / Digital
WEEK V	C & I in Marketing Communication – BTL

WEEK VI C & I in Management

WEEK VII C & I in Management – Post Innovation Change and its Management

MID-TERM EXAMINATION

WEEK VIII C & I in HRM

WEEK IX: HR Initiatives and Fostering Creativity and Innovation

WEEK X: Visit to relevant organization

WEEK XI: Visit to relevant organization

WEEK XII: Case Studies / Article Presentations

WEEK XIII: Article Presentations

WEEK XIV: **Project Presentation**

FINAL EXAMINATION

-----*For Office Use Only*-----

Dean: : _____ Date: ____ / ____ / 2019

Head of Department: : _____ Date: ____ / ____ / 2019

Faculty Member: : _____ Date: ____ / ____ / 2019

Uploaded on the website by: _____ Date: ____ / ____ / 2019