I. Catalog Description and Credit Hours of Course:

Investigation of imagination, creativity, and innovation in the context of one’s intrapersonal, interpersonal, social, and organizational environment. (3 credit hours)

II. Prerequisite(s):

Junior standing or MBA Program admission or consent of instructor

III. Purposes or Objectives of the Course:

Upon completion of this course the student should be able to:

A. Recognize one’s creative potential and its role in the business environment.
B. Develop idea generation techniques for innovative problem solving in organizations.
C. Identify opportunities and challenges of creative solutions to business problems.
D. Expand critical thinking skills to include imaginative and innovative techniques.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. Identify and interpret key facets of imagination, creativity, and innovation in real-life contexts.
B. Design a plan to recognize their creative potential and its role in the business environment.
C. Describe and develop imaginative, creative, and innovative behaviors.

V. Expectations of Students:

A. To actively participate in all class activities, experiential exercises, and discussions
B. To complete all assignments required for the course in an academically honest manner

VI. Course Content or Outline:

A. Imagination, creativity, and innovation in business 9 hours
B. Imagination: big ideas and vision development for the company 6 hours
C. Managing creativity of the firm: insights and challenges 6 hours
D. Innovation process: business strategy and performance management 6 hours
E. Exploring imagination, creativity, and innovation skills in business  
9 hours
F. Blending imagination, creativity, innovation, and business  
9 hours

VII. Textbook(s) and/or Other Required Materials or Equipment

The course will use a current textbook or current textbooks and/or collection of articles and other materials. Some possible examples are:

A. Selected Periodicals

1. Academy of Management Journal
2. Academy of Management Review
3. Administrative Science Quarterly
4. Creativity Research Journal
5. Business Week
6. Fortune
7. Harvard Business Review
8. International Journal of Humor Research
9. Journal of Applied Psychology
10. Journal of Entrepreneurship
11. Journal of Management Studies
12. The New Yorker

B. Other readings as required by the instructor

VIII. Basis for Student Evaluation

A. Graded assignments as indicated by the instructor

B. Participation in and completion of in-class activities, exercises, discussions, and other projects

C. Group project(s)

D. Quizzes and/or exams

E. Graduate students complete a major individual research-based term project

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.