



### COURSE SPECIFICATION

Course code	full-time studies	<b>Z-ZB-E-504b</b>
	part-time studies	-
Course title in English	<b>Business Creativity</b>	
Course title in Polish	<b>Kreatywność w biznesie</b>	
Valid from academic year	<b>2025/2026</b>	

### PLACEMENT IN THE TEACHING PROGRAM

Programme of study	<b>BUSINESS MANAGMENT</b>
Level of education	<b>1<sup>st</sup> degree</b>
Studies profile	<b>academic</b>
Form and mode of study	<b>full-time programme</b>
Scope	<b>all</b>
Academic unit responsible for the course	<b>Department of Management and Organization</b>
Course coordinator	<b>dr Danuta Witczak-Roszkowska</b>
Approved by	<b>dr hab. inż. Dariusz Bojczuk, prof. uczelni</b>

### GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		<b>Directional subject</b>
Course status		<b>Elective</b>
Language of instruction		<b>English</b>
Semester of delivery	full-time studies	<b>Semester V</b>
	part-time-studies	-
Prerequisites		<b>Psychology and sociology in business, Human resources management</b>
Exam (YES/NO)		<b>NO</b>
ECTS		<b>2</b>

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time					<b>30</b>
	part-time					



### LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has elementary knowledge of the conditions and course of the creative process and the dilemmas related to measuring creativity.	ZB1_W05 ZB1_W07
	W02	The student has basic knowledge about the role of creativity in enterprise management, supporting the creative abilities of managers.	ZB1_W05
	W03	The student knows basic heuristic techniques. Has knowledge about the role of creativity in innovation processes. He understands the growing importance of creativity in the economy.	ZB1_W07
Skills	U01	The student observes social and economic processes and uses the acquired knowledge on heuristic techniques to resolve management and marketing dilemmas	ZB1_U01 ZB1_U11
	U02	The student is able to use the acquired knowledge in the area of creating proposals for organizational, product and process innovations.	ZB1_U01 ZB1_U11 ZB1_U01 ZB1_U14
Social competences	K01	The student is ready to work in a group and communicating effectively when creating innovative solutions.	ZB1_K03
	K02	The student is ready to legally exploit protected works within the scope of managerial activities.	ZB1_K06

### COURSE CONTENT

Method of conducting classes	Course content
other (creativity workshops)	Creativity levels. Intelligence and creativity. Environment and creativity. Social and individual aspects of creativity. The role of critical and creative thinking in developing creativity. Problems and stages of creative problem solving. The effect of creation. Types of creativity depending on the level of organizational management. Development of conceptual and operational creativity in the innovation cycle. Creative thinking techniques. Principles of using heuristic techniques. Heuristic techniques based on free associations - brainstorming, Phillips 66, synectics, problem reversal. Analytical and heuristic techniques. Techniques: morphological, directed search, comparisons, diagnostic, prognostic. Use of selected creative thinking techniques in creating a company logo, advertising slogans, product and organizational innovation concepts. Solving problems in the field of enterprise management using heuristic techniques.

### METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01				X		
W02				X		
W03				X		
U01						X
U02						X



K01						X
K02						X

### FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
other (creativity workshops)	Credit with grade	Observation of students during the work of so-called small groups and presentation of prepared projects. Activity during classes.

### STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
						30	
2.	Other (consultations, exams)					2	h
3.	Total number of contact hours	32					h
4.	Number of ECTS credits for contact hours	1,3					ECTS
5.	Number of hours of independent student work	18					h
6.	Number of ECTS points that a student obtains through independent work	0,7					ECTS
7.	Workload related to practical classes	50					h
8.	Number of ECTS credit points which a student receives for practical classes	2,0					ECTS
9.	Total number of hours of a student's work	50					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	2					ECTS

W - LECTURE C - CLASSES L - LABORATORY P - PROJECT S - SEMINAR

### READING LIST

1. Clegg B., (2017), Creativity and Innovation for Managers, Taylor and Francis Group
2. Janson S., (2024), 20 Strategies for Creative Problem Solving Visualize & Realize Ideas, Smart Creativity Techniques, Create Concepts, Be a Change Maker, Shape Innovation in Upheaval Successfully, [Best of HR – Berufebilder.de®](https://www.berufebilder.de/)
3. Muler-Roreberg Ch., (2021), Handbook of Business Model Innovation. Tips & Tools on How to Innovate Business Models, BoD - Books on Demand.