

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2018-2019

## 2. Information on the discipline

2.1. Name	<b>Development of Creative Thinking</b>								
2.2. Code	<b>18.0091IF2.1-0006</b>								
2.3. Year of study	<b>2</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Colloquy</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>3</b>
2.8. Leaders	S(S)	<b>Asociat dr. NICOLAE Mariana</b>					mariana.nicolae@rei.ase.ro		
	L/P(L/P)	<b>Asociat dr. NICOLAE Mariana</b>					mariana.nicolae@rei.ase.ro		

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	S(S) 1.00
	L/P(L/P) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	L/P(L/P) 14.00
3.4. Total hours of study per semester (ECTS*25)	75.00
3.5. Total hours of individual study	47.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	15.00
Additional documentation in the library, on specialized online platforms and in the field	15.00
Preparation of seminars, labs, assignments, portfolios and essays	15.00
Tutorials	1.00
Examinations	1.00
Other activities	

## 4. Prerequisites

4.1. of curriculum	
4.2. of competences	

## 5. Conditions

for the S(S)	Classrom with internet and multimedia facilities
for the L/P(L/P)	Classrom with internet and multimedia facilities

## 6. Acquired specific competences

PREFESSIONAL	C2	
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## 7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> <li>Developing creative thinking competences and skills, applicable to teaching, evaluation and academic research contexts.</li> </ul>
7.2. Specific objectives	<ul style="list-style-type: none"> <li>Understanding the characteristic dispositions and skills involved in creative thinking.</li> <li>Developing creative thinking dispositions and skills in the MA participants.</li> <li>Developing teaching and assessment techniques to stimulate and enhance creative thinking dispositions and skills in students.</li> <li>Developing techniques to apply creative thinking in acedemic research, to stimulate and evaluate them in our students.</li> </ul>

## 8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction to Creative Thinking. Why study Creativity? Defining terminology. Relevance of the field for teaching and research in academia.		
2	The management of personal creativity. Theories of creativity.		
3	Instruments and techniques for developing creativity – e.g. brainstorming, De Bono's 'Thinking Hats'.		
4	Intruments and techniques for developing creativity – Lewin's force field analysis; software to stimulate creativity.		
5	The management of organisational creativity. Organisations stimulating creativity. The 'Learning Company'.		
6	Teresa Amabile's KEYS model. Robinson & Stern's criteria for evaluating the degree of creativity in an organisation.		
7	The Structural Blanchard & Waghorn model. James Moulder;s Cascading model. Centre for creative Leadership.		

### ***Bibliography***

- Nicolae, M. (coord.), Moulder, J., Lixandru, I, Managing creativity - one's own and other people's, ASE, , Bucurest, 2010, România
- De Bono, How to have a beautiful mind, McQuaig Group Inc., London, 2004, Marea Britanie
- Seltzer, K. & Bentley, T. Seltzer, K. & Bentley, T. , The creative age - Knowledge and skills for the new economy, 1999, [www.demos.co.uk/publications/creativeage](http://www.demos.co.uk/publications/creativeage)
- von Stamm, B, Managing Innovation, Design and Creativity, John Wiley & Sons, 2008, Marea Britanie

8.2. L/P(L/P)		Teaching/Work methods	Recommendations for students
1	Discussing the concept of creativity relevant to the Master students' professional background and interests.		
2	Illustrating the theories of personal creativity through: Inside & Outside the Box Thinking.		
3	Awareness-raising and applications of the 4-steps creative process. KIRTON's test to evaluate one's personal profile as an 'adaptor' or 'innovator'.		
4	Applying De Bono's model to concrete situations characteristic of the master students' professional setting.		
5	Applying Amabile's model to various academic/professional/business contexts.		
6	Applying instruments and techniques discussed above, to measure the degree of encouraging organisational creativity.		
7	The importance of setting up a Centre for creative Leadership in a university. Module overview.		

### ***Bibliography***

- Csikszentmihalyi, M., , Creativity:Flow and the Psychology of Discovery and Invention, HarperPerennial, 1997, Marea Britanie
- De Bono, E., , De Bono's Thinking Course, BBC Worldwide Ltd, 2004, Marea Britanie
- Sloane, P., The Leader's Guide to Lateral Thinking Skills:Powerful problem-solving techniques to ignite your team's potential , Kogan Page Ltd., 2003, Marea Britanie

## **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

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## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)			20.00
10.2. L/P(L/P)			30.00
10.3. Final assessment			50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance			

Date of listing,  
05/26/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,