

Course title	Creativity and Innovation				
Course code	CMBA-515				
Course type	Compulsory				
Level	7 / 2 nd Cycle				
Year / Semester	2 nd Semester				
Teacher's name					
ECTS	6	Lectures / week	3	Laboratories / week	N/A
Course purpose and objectives	The purpose of this course is to equip students with the skills, mindset, and strategic approaches necessary to foster and leverage creativity and innovation in business environments. The main objectives of the course are: • To familiarize students with techniques for creative thinking and problem-solving, enabling them to generate and evaluate innovative solutions for complex business challenges. • To provide a comprehensive understanding of various innovation models and frameworks, such as Design Thinking, Lean Startup, and Disruptive Innovation, and their application in different business contexts. • To foster skills for cultivating and sustaining an organizational culture that encourages experimentation, risk-taking, and continuous improvement, as well as to enable students to lead teams effectively in such environments. • To guide students in developing and executing strategic plans for innovation, including market analysis, idea validation, and scaling successful innovations to drive business growth. • To offer hands-on experience through case studies, simulations, and real-world projects, allowing students to apply theoretical concepts to practical scenarios and develop actionable innovation strategies.				
Learning outcomes	By the end of this course, students will be able to: 1. Demonstrate the ability to use various creative thinking techniques to brainstorm and develop novel ideas that address business challenges or opportunities. 2. Utilize established innovation models and frameworks to structure and guide the development, testing, and implementation of new products, services, or processes.				

	3. Develop and manage effective innovation strategies and initiatives within organizations, including fostering a culture of innovation and leading teams through the innovation process. 4. Assess the potential impact and feasibility of innovative ideas through market analysis and prototype testing, and develop strategies for scaling successful innovations. 5. Articulate and present innovative concepts and strategies clearly and persuasively to stakeholders, including investors, team members, and senior management, to gain support and drive implementation.		
Prerequisites	None	Required	N/A
Course content	1. Creativity and Innovation - Definitions, importance, and differences 2. Theories of creativity 3. Innovation frameworks and models - Design Thinking, Lean Startup Methodology, Disruptive Innovation, Open Innovation 4. Techniques for creative problem solving - Brainstorming and ideation techniques, SCAMPER method, mind mapping and concept mapping 5. Idea generation and validation 6. Design Thinking 7. Innovation strategy development - Creating an innovation strategy aligned with business goals - identifying and prioritizing innovation opportunities - Road mapping and resource allocation 8. Building an innovative culture - Leadership and team dynamics in innovative environments, overcoming organizational barriers to innovation 9. Managing innovation projects - Project management techniques for innovation - Agile methodologies and scrum - Measuring and managing innovation performance 10. The role of technology in driving innovation 11. Ethics and sustainability in innovation 12. Innovation metrics and KPIs - Identifying key performance indicators for innovation - Measuring innovation success and impact - Using metrics to guide decision-making		

	13. Innovation and Entrepreneurship - The Role of entrepreneurs in driving innovation - Starting and scaling innovative ventures - Funding and resource strategies for startups
Teaching methodology	The course is designed to provide a comprehensive learning experience, incorporating a range of teaching methods to enhance students' understanding and engagement. Students will benefit from interactive presentations and discussions, along with guided study of relevant textbooks and lecture notes. In addition, educational videos will help visualize complex concepts and case study analyses will enable students to apply the knowledge to real-world scenarios.
Bibliography	Required textbook: Trott, P. (2024). <i>Innovation Management and New Product Development</i> (7th ed.) [eTextbook]. Pearson. Orme, G. (2019). <i>Human Edge, The: How Curiosity and Creativity Are Your Superpowers In The Digital Economy</i> (1st ed.). Pearson Business. Recommended textbook: Thomason, C. (2016). <i>Idea Generator, The: 15 Clever Thinking Tools To Create Winning Ideas Quickly</i> (1st ed.). Pearson.
Assessment	This course has 2 summative assessments. The passing grade of this course is 60%. Students must receive 60% or above in both types of assessments, in order to complete this course successfully. 50% Coursework 50% Final Examination
Language	English / Greek