

Course title	Creativity and design thinking in business
Component code	01-01
Lecturer	Determined later
Hours	15 (classes accumulated in larger time blocks)
ECTS	5
Semester	Summer
Content	1. The essence of creativity 2. The importance of creativity in business 3. Examples of creative business solutions 4. Exercises to stimulate team creativity 5. Design Thinking as a method for generating creative business solutions 6. Stages of Design Thinking 7. Examples of practical applications of the Design Thinking method 8. Team workshop work using the Design Thinking method
Learning outcomes	BUSINESS SKILLS • ability to create business ideas • ability to create unique business solutions • ability to creatively solve business problems • ability to create unique products and services SOCIAL SKILLS • ability to work in a team • ability to work using the workshop method • ability to present business concepts
Selected literature	Kelley, T., & Kelley, D. (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. Crown Business. Reason B., Lovlie L. Flu M.B. Service design for Business, 2016
Teaching tools/methods	Workshops Exercises Teamwork with elements Design Thinking method
Form of examination	Projects Public presentations