

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Master of Arts Creative Business Management Awarded by University for the Creative Arts (UK)
Module Title	Creative Thinking
Module Syllabus No. (if any)	ECBM7003
Content	<p>This unit introduces you to definitions and concepts of creativity. It allows you to explore what creativity is and reflect methods of creativity with concepts of taste, consumer need as well as user interface. Throughout this unit you will be required to implement creative processes using various techniques connected with the development of creative skills. As a result of being exposed to various models and methods, you will become more adept in ideas generation, lateral thinking and linking ideas to solve marketing related problems.</p> <p>Additionally, this unit will allow you to develop an awareness of the key methods that can be used in the development of marketing strategy. This will allow you to gain a broader understanding of your discipline in a commercial context.</p>
No. of Teaching Hours	36hours
Teaching Methods	Lectures, workshop
Assessment Methods and Weightages	100% coursework
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Csikszentmihalyi, M. (2013) Creativity: flow and the psychology of discovery and invention. New York: Harper Perennial.
Additional Reference Texts (if any)	<p>De Bono, E. (2009) Lateral Thinking: A textbook of creativity. London: Penguin.</p> <p>DeBono, E. (2007) How to have Creative Ideas: 62 exercises to develop the mind. London: Vermilion.</p> <p>Gibson, R. (2015) The 4 lenses of innovation: a power tool for creative thinking. Hoboken, N J: Wiley (eBook available).</p> <p>Michalko, M. (2006) Thinkertoys: A handbook of creative thinking techniques. Berkeley, CA: Ten Speed Press.</p> <p>Souter, N. and Billout, G. (2007) Breakthrough thinking: using creativity to solve problems. Lewes: Ilex.</p> <p>Wolbers, M. (2009) Uncovering fashion: fashion communications across the media. New York: Fairchild.</p>
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Deepen your knowledge of creative theory and practice through research and use this knowledge to generate relevant innovative strategies
2	Critically evaluate the role of creative thinking, innovation and problem-solving theory .
3	Communicate ideas professionally and through creative thinking.
4	Communicate ideas professionally and challenge initial preconceptions and present innovative solutions
5	Critically evaluate the role of creative thinking, innovation and problem-solving theory and use this to develop professional practice
6	To critically evaluate your strategies and techniques for creative thinking and decision making in a professional context.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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7	To enable you to identify opportunities for the application of creative and innovative thinking strategies as well as problem solving within an immediate and future business context.
8	To enable you to generate, evaluate and select ideas, through the application of these creative thinking techniques and apply them to a range of challenging situations.

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