

## Course Descriptions None 2014-2015

Course Title Creativity & Concept Development  
 Course Code EBS2144  
 ECTS Credits 4,0  
 Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	12-1-2015	23-1-2015	-				

Level Intermediate  
 Coordinator Jana Thiel For more information: [j.thiel@maastrichtuniversity.nl](mailto:j.thiel@maastrichtuniversity.nl)  
 Language of instruction English  
 Goals This skills course is focused on developing your competence at two important tasks for the launching of entrepreneurial ventures: [1] spotting opportunities, [2] developing business concepts that could be deployed to exploit discovered opportunities.

Entrepreneurial opportunities are rarely discovered through systematic search, yet systematic search can play a critical role in the enhancement of embryonic ideas for new business. Creativity plays a key role in entrepreneurship as it affects opportunity recognition, ideation, and business concepting. Furthermore, entrepreneurs usually also need to be creative in mobilising resources (people, capital, equipment etc.), in starting-up (winning initial customers), and in adapting their organisation to the requirements of sustainable growth. That is why this skills course helps you to develop your creative problem solving skills. Of course, competence at creativity and concept development could also prove valuable outside entrepreneurship.

Throughout the course you will not be working in a classroom but in a true creativity lab: the ideas that you develop may have merit beyond this course.

Description Creativity plays an important role in several, maybe all, aspects of what makes Organisations work and flourish. Creativity is also an essential skill for entrepreneurs to master if they want to start, build and grow a company. But on the other hand, the concept of creativity is barely understood. Is creativity a personality trait, or is it something you can learn by exercise? Is it the outcome of an individual process, or something that is greatly dependent on the environment of the creative person? If you want to build a creative company is it sufficient to hire creative people, do creative individuals make up a creative team, does the 'creative personality' exist?

During this skills course we will touch upon all these important aspects of creativity. But, most of all, we will try to find ways to develop your own creativity. The starting point of the training is the fact that everyone is creative, that creativity is a skill that can be learned and trained. We will follow different paths to help you to investigate your own creativity and to find the best way to improve your creative skills.

Literature In this course you will explore how existing products and novel technologies can provide a starting point for product ideation and business concepting.

- Lumsdaine, E., & Binks, M. 2006. Entrepreneurship from Creativity to Innovation: Effective Thinking Skills for a Changing World: Trafford Publishing (this is suggested not required literature).
- Epstein, R. 2000. The big book of creativity games: quick, fun activities for jumpstarting innovation. New York: McGraw-Hill (this is suggested not required literature).
- e-Reader with papers

Prerequisites The courses of the Entrepreneurship minor (see also <http://maastrichtentrepreneurship.nl/minor.html>) draw on the scholarly entrepreneurship literature. They do NOT expect that you have already developed an understanding of the functional domains of business administration or small business management (e.g. strategy, marketing, accounting, HRM, finance, operations). We encourage you to take the two introductory courses of the minor (Birthing new ventures and Mobilising resources [EBC2145; EBC2146]) BEFORE taking the other courses of the Minor. As this minor is delivered in English, your command of the English language in speech and writing should be good enough to actively prepare for, participate in, and contribute to the classes.

Teaching methods Lecture / Assignment / Papers / Groupwork  
 Assessment methods Final Paper / Attendance / Participation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation	InterFaculty Minors	Minor Entrepreneurship
	SBE Exchange Bachelor	Bachelor Exchange Skills
	SBE Exchange Master	Bachelor Exchange Skills
	SBE Non Degree Courses	Bachelor Skills
	SBE Non Degree Courses	Minor Entrepreneurship