

II study year
Course description

Creativity and innovation

Lecturer: Mg.oec. Kristaps Zalāis

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Consultation time: Wednesday from 16:00 till 17:00, Thursday from 15:30 till 16:30. Please apply in advance to the secretaries of the department.

Aim of the course

Aim of the course is to give students practical and theoretical knowledge about innovation, starting with the beginnings of innovation until the changing and dynamic today's environment. And to develop students' creativity and show creativity's history and different ways of developing and improving them. Give students understanding of potential commercialization of innovations and familiarization with the various types of their commercialization.

Objectives of the course: To acquire innovation and creativity theories and their historical development. To understand the importance of innovation and creativity in the modern working environment and start-up entrepreneurship. To learn and try different individual and group creativity methods. To develop skills of teamwork and to conduct various case studies and to develop presentation skills.

Course results:

- Knowledge – Students acquire knowledge about innovation and creative theories as well as different methods to apply in different situations. Students get to know humanity's most important innovators and also the process of their creation. They gain knowledge of innovation commercialization.
- Skills – After successful completion of the course, students will be able to carry out individual creative tasks of developing creativity and direct them to different groups. In addition, students will learn to apply innovation and creativity theories in various real – life situations. They will understand the importance of creativity and innovation in various situations.
- Competences – during the course, students will acquire team-related competencies in international groups, divide and plan working in groups and individually. They will be able to substantiate their views and assumptions about various methods of innovation and creativity.

Background knowledge: Not required

Course topics and literature.

1. Lecture. Innovation theories.

Obligatory literature:

1. B. Godin, Innovation: The History of a Category, pieejams tiešsaitē: <http://www.csiic.ca/PDF/IntellectualNo1.pdf>, 6.-22.lpp.
2. S. Johnson, Where good ideas come from: The natural history, Riverhead Books, 2011.g., 17-43.lpp.

Recommended literature:

1. Harvard Business Review, HBR 10 Must reads on Innovation,, 2013.g., 24-78.lpp.
2. S. Ville, Historical Approaches to Creativity and Innovation, pieejams tiešsaitē: <http://ro.uow.edu.au/cgi/viewcontent.cgi?article=1836&context=commpapers>, 3-15.lpp.
3. M. Riddley, Getting better all the time, pieejams tiešsaitē: <http://www.economist.com/node/16103826>

2. Lecture. Major humanity innovations.

Obligatory literature:

1. Popular science editors, The top 25 innovation of the last 25 years, pieejams tiešsaitē: <http://www.popsoci.com/best-whats-new/article/2012-11/top-25-innovations-last-25-years>

Recommended literature:

1. J. Fallows, The 50 Greatest Breakthrough since the wheel, Pieejams tiešsaitē: <http://www.theatlantic.com/magazine/archive/2013/11/innovations-list/309536/>
2. Top 30 innovations of the last 30 years, Pieejams tiešsaitē: http://www.forbes.com/2009/02/19/innovation-internet-health-entrepreneurs-technology_wharton.html

3. Seminar. Innovation in Fujitsu Enterprise.

Task for writing a summary:

Describes and offers options for how to improve the traditional business environment of the Fujitsu company in order to make it more innovative.

4. Lecture. Innovation and entrepreneurship.

Obligatory literature:

1. Drucker F.P., Innovation and Entrepreneurship, 2006.g., 14.-81.lpp.
2. Bessant J., Tidd J., Innovation and entrepreneurship, 2011.g., 12.-59.lpp.
3. Matthew H.C., Brueggemann R., Innovation and Entrepreneurship: A competency framework, 2015.g., 74.-92.lpp.

Recommended literature:

1. Christensen M. C., The Innovator's dilemma: When New technologies cause great firms to fail (management of innovation and change), 2016.g., 24.-47.lpp.
2. Ries E., The Lean Startup, 2011.g., 112-132.lpp.

5. **Seminar.** Chevrolet. Brazilian innovation and entrepreneurship. Situation analysis.

Task for writing a summary:

Create Chevrolet companies innovative product presentation to be presented for "Board" at the meeting.

6. **Seminar.** Chez Panisse. Open innovation.

Task for writing a summary:

Innovation analysis in a particular company to understand how it has grown up and where it is now.

7. **Lecture.** Creativity and its role in entrepreneurship

Obligatory literature:

1. Csikszentmihalyi M., Creativity: Flow and the Psychology of Discovery and Invention, 2013.g., 107.lpp.-123.lpp.
2. Buccafusco C., Sprigman C., The creativity effect, 2010.g., https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1647009

Recommended literature:

1. Allen R.K., Creativity and entrepreneurship, 2011.g., 44.-68.lpp.
2. Gasser U., Ernst U., From Shakespeare to DJ Danger Mouse: A quick look at copyright and user creativity in the Digital Age, 2006.g., pieejams tiešsaitē: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=909223
3. Gumusluoglu L., Ilsev A., Transformational Leadership, Creativity and Organizational Innovation, 2009.g., pieejams tiešsaitē: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1068181

8. **Seminar.** Creativity management. Case study

Task for writing a summary:

The purpose and role for creative director in a company.

9. **Lecture.** Creativity and Innovation Techniques

Obligatory literature:

1. Christensen T., The creativity challenge: Design, experiment, test, innovate, build, create, inspire and unleash your genius, 2015.g., 7.lpp.-43.lpp.
2. Kelley T., Creative confidence: Unleashing the Creative potential within us all, 2013.g., 23.-91.lpp.

Recommended literature:

1. Haydon K.P., Harvey J., Creativity for everybody, 2015.g., 54.-83.lpp.
2. Michalko M, Cracking Creativity: The secrets of creative, 2001.g., 11.-24.lpp.
3. Gino F., Ariely D., The Dark side of creativity: original Thinkers Can be more dishonest, pieejams tiešsaitē:
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1738311

10. Seminar. Creativity methods in different situations.**Task for writing a summary:**

Solving specific situations using creativity.

11. Guest lecture. Innovation in Latvia.**12. Seminar.** Telefonica: Lean elephant.**Task for writing a summary:**

Izaicinājumi un ieguvumi inovāciju un lean metodes pielietošanā lielos uzņēmumos (gan pēc apgrozījuma, gan darbinieku skaita)

Recommended literature:

1. Yusuf S., From creativity to innovation, 2007.g., pieejams tiešsaitē:
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=996168