



INNOVATION & CREATIVITY COURSE (ENG 1500) 2023WL

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Director: Prof. Andrew Maxwell
2023 Winter Instructor: TBH

<http://best.lassonde.yorku.ca>

Course Objectives

This course is designed to help you harness your creative potential by stimulating your own creative process, in order to develop ideas that create real value and have a positive impact on society.

The course will help you learn how to observe and frame complex, critical problems, in order to then identify and choose potential solutions that can be implemented by individuals or organizations. As a consequence of participating in this course, you will become an innovation enabler in any type of organization, or better able to use your own creativity to create a startup.

Creativity can be applied across many disciplines, and this course is designed for students from all Faculties, with enhanced learning opportunities fostered through projects delivered in cross disciplinary teams.

No matter what career you pursue, the approaches and tools used will help you achieve more, and make greater contributions to organizations and society, making you more valuable, more employable, and more entrepreneurial, which will increase your career options. Working with students across faculties will enhance your education, broaden your perspectives and create new collaboration opportunities.

Content delivery:

This course is designed with the intent of being delivered asynchronously 100% online, with the option of participating in 5 workshops on campus. There will be weekly modules and deliverables to help you keep on track, and to receive feedback from the instructional team. There is no final exam.



Course Learning Outcomes



At the completion of the course, you will be able to:

- ▶ Assess and enhance individual and team creativity, innovation and problem solving ability to improve problem solving capability.
- ▶ Define and apply alternative innovation and creativity tools and approaches to the creative problem solving process.
- ▶ Use an assessment tool to identify and choose between different innovation and entrepreneurial opportunities/solutions.
- ▶ Identify the challenges and barriers associated with implementing innovative ideas and learn how to develop strategies to address them.

Course Modules

1. Course Overview
2. Creativity
3. Innovation
4. Entrepreneurship
5. Creative Problem Solving Process
6. Problem Formulation
7. Solution Formulation
8. Choosing between Solutions
9. Innovation Implementation

