

**Course Outline 2017**  
**GLMI 712: Understanding and Managing Creativity**  
**Semester 1175**

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**Course Prescription**

Explores theories and research on creativity in both well-established and entrepreneurial organisations at different levels of analysis – individual, groups and firms. Includes topics such as factors impacting creativity, how to manage creative teams and individuals, and how to develop a creative climate in the organisation.

**Programme and Course Advice**

This course is designed for students seeking to deepen and expand their critical understanding of innovation, entrepreneurship and creative processes in organisations.

**Learning Outcomes**

By the end of this course it is expected that you will be able to:

1. Understand the theoretical and practical perspectives of creativity within the context of entrepreneurship and innovation.
2. Evaluate factors that might impede and/or enhance creativity in entrepreneurial and innovative contexts.
3. Assess the challenges of managing creativity in a variety of organisational contexts.
4. Demonstrate appreciation of creativity across different levels of analysis including individual, groups and firms.
5. Demonstrate personal and team creativity.

**Content Outline**

The specific topics will be confirmed in the first week of semester through consultation with the students. This enables us to build a course guided by students in collaboration with the teaching team.

**Topics of interest could include:**

- Origins of creativity
- Creative mindsets – individual and team
- Managing creative teams and individuals
- Generating, testing and enhancing new ideas, strategies and techniques
- Reframing problems, making new connections and challenging assumptions
- Using tools like visualisation, mapping and storytelling to create solutions
- Applying Design Thinking to specific challenges
- Transitioning through the phases of inspiration, ideation and implementation
- Fostering cultures that value and reward creativity

**Learning and Teaching**

This class will meet for three hours, once a week, over the course of the semester. These classes will consist of discussions and presentations, so it is expected that students will come to class prepared to contribute.

**Teaching Staff**

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**Learning Resources**

There is no textbook prescribed for the class. We will use a range of journal articles, book chapters, video clips and news articles. Readings will be available through Canvas / Talis.

**Assessment**

100% Coursework comprising:

- Assignment 1 - Individual in-class presentation exploring theory and practice of creativity (20%)
- Assignment 2 – Critical essay on creativity in entrepreneurship and innovation (20%)
- Assignment 3 – Team project assessing the opportunities and challenges of managing creativity in an organisational context (30%)

- Assignment 4 - Individual technology challenge capturing reflective insights of the course (30%)

<b>Learning Outcome</b>	<b>Assignment 1</b> Individual class presentation	<b>Assignment 2</b> Critical essay	<b>Assignment 3</b> Team project	<b>Assignment 4</b> Individual Technology challenge
1	X	X	X	X
2		X	X	
3		X	X	
4	X		X	X
5	X		X	X

### **Inclusive Learning**

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the Teaching Staff.

### **Student Feedback**

Feedback from students will be encouraged and listened to at any stage of the course and specifically sought in weeks 4 and 12.