

# Syllabus



Week 1

## Introduction to Principle of Creativity

In the first week, we focus on the basic principles of creativity and highlight its importance in tackling global challenges. Creativity is explored and applied at two different levels, lower and higher-level creativity. Throughout, we're aiming to provoke your thoughts and develop your creative mind through varied activities and interactions.



Week 2

## Creativity Tools

In the first week, we focus on the basic principles of creativity and highlight its importance in tackling global challenges. Creativity is explored and applied at two different levels, lower and higher-level creativity. Throughout, we're aiming to provoke your thoughts and develop your creative mind through varied activities and interactions.



Week 3

## Thinking Styles

We will focus on the principles as well as application of a variety of thinking styles both at an individual level and in a group, under various professional and personal situations, allowing you to develop competency and accelerate proficiency on the use of different thinking styles.



Week 4

## Morphological Analysis

You will become familiar with the Principles of Morphological Analysis and learn how to apply it in various life scenarios, from design to developing movie plotlines, whilst developing a more systematic approach to idea generation.



Week 5

## TRIZ

We continue to enhance your fluency, flexibility and originality of idea generation by introducing you to another creativity tool called the theory of inventive problem solving (TRIZ). We will particularly focus on application of TRIZ and the TRIZ Contradiction Matrix and how it can be used in problem, both at an individual and In group level.



Week 6

## SCAMPER

This week, we will introduce you to the final creativity tool in the course and its importance in generation of ideas and improvement of the existing ones; SCAMPER. You will become familiar with the concepts of SCAMPER and gain proficiency in its application in various unusual, personal or professional situations, whilst inspiring related ideas.



Week 7

## Using the Tools in Combination

Now that you have mastered a wide range of creativity tools and developed competency in their application over a wide range of situations and domains, we will wrap up by asking you to use these tool in combinations and apply these in context and scenarios that are also related to your own discipline or context. This will help you reinforce the concepts that you have learnt so far and enable you to use the creativity tools freely in problem solving and idea generation.