

## THE CREATIVE ECONOMY: INNOVATION IN THE 21<sup>St</sup> CENTURY

*Number of sessions: 30*

*Length of each session: 1,5 h*

*Total length of the module: 45 hours*

*“The Knowledge Economy as we know it is being eclipsed by something new -- call it the **Creativity Economy**. What was once central to corporations -- price, quality, and much of the left-brain, digitized analytical work associated with knowledge -- is fast being shipped off to lower-paid, highly trained Chinese and Indians, as well as Hungarians, Czechs, and Russians. Increasingly, the new core competence is creativity -- the right-brain stuff that smart companies are now harnessing to generate top-line growth. The game is changing. It isn't just about math and science anymore. It's about creativity, imagination, and, above all, innovation.”*

**BusinessWeek** August 1, 2005

### OVERVIEW

The purpose of the course is to make the students aware of the crucial role of creativity and innovation in 21<sup>st</sup> century and provide them with tools to be effective actors of change in their organizations in the future.

The course has the following main **learning objectives**:

- Understand the importance of creativity and innovation for the companies in the 21<sup>st</sup> century.
- Be aware of the impact of national cultures on creativity and innovation.
- Hear experiences from creative people to learn from them.
- Encourage the students to think “out of the box”.
- Provide the students with tools to improve their creativity.
- Know the big trends for the future and where to find information about.
- Gain knowledge on the online tools available to help them in the innovation process

## REQUIREMENTS

All classes are taught in English, so one fundamental requirement is the control of the English Language.

## CONTENTS

1. Innovation in the 21<sup>st</sup> century: from the Knowledge Economy to the “Creative Economy”
2. Innovation: a strategic process
3. Managing Innovation in the organizations.
4. Innovation and Culture: some cultures are more innovative than others.
  - a. Cultural traits encouraging creativity and innovation
  - b. The top 20 innovative companies in the world
  - c. The most creative cities in the world
5. Design and Culture
  - a. The impact of national cultures on the consumer preferences in Design
6. Innovation and Personality: some people more creative than others.
  - a. Herrmann Brain Dominance Instrument HBDI
  - b. Psychological profile of creative people
  - c. Motivations for creativity
  - d. Hearing from well-known creative people
    - i. Initial motivation?
    - ii. What were their personalities like?
    - iii. Influence from childhood?
    - iv. Were they influenced by their parents?
    - v. Were the creative people loners?
    - vi. Did they start being creative early in life or at a later stage?
    - vii. Can you learn to be creative?
7. Are you creative?
  - a. Creativity Test
8. Improving your creativity
  - a. Lateral Thinking
  - b. SCAMPER
9. Creative teams
  - a. The concept of “Collective Intelligence”
  - b. Six Sigma

- c. Design Thinking
  - d. Brainstorming
  - e. De Bono Thinking Hats
10. Big trends for the future
- a. Cool Hunting
  - b. Trend Watching
  - c. Futurists
  - d. Gapminder
11. Innovation gurus
- a. John Howkins
  - b. Tim Brown
  - c. David Kelley
  - d. Daniel Goleman
12. Online innovation tools
- a. Opportunity Identification
  - b. Brainstorming
  - c. Research
  - d. Prototyping
  - e. Validation
  - f. Implementation
13. Creativity in Catalonia
- a. BCD Barcelona Centre de Disseny (Barcelona Design Center)
  - b. Barcelona Design Week
14. Guest speakers (designer, Design Manager at HP, an artist)

## GRADING

The final grade of each student is determined considering the following weights:

**30% - Attendance & Participation:** Participation in class and involvement in class debates during presentations

**30% - Case-study assignments:** Quality and originality, as well as commitment will be considered.

**40% - Final case or exam**

## BIBLIOGRAPHY

All necessary readings as well as the case-study pack and additional material will be handed to you during the course. In addition, the following books are complementary readings:

“Creativity – Unconventional Wisdom from 20 Accomplished Minds” by Herb Meyers and Richard Gerstman Published by Palgrave Macmillan 2007.

“Lateral Thinking – Creativity Step by Step” By Edward de Bono; Published by Harper Perennial.

“Six Thinking Hats” by Edward de Bono; published by Back Bay Books (1999)

“Thinkertoys” by Michael Michalko – Ten Speed Press Berkeley

“The Creative Spirit” By Daniel Goleman, Paul Kaufman and Michael Ray

“Change by Design” by Tim Brown – Harper Business