


Discipline	CREATIVITY AND METHODS FOR GENERATION NEW IDEAS code: 35 6 semester – summer	
Specialty	Industrial Management	
ECTS credits: 6	Form of assessment: Continuous Assessment	
Lecturer	Prof., PhD Siyka Demirova Room 501 Phone: +359 /383 612 E-mail: s_demrova@tu-varna.bg	
Department	Industrial Management	
Faculty	Faculty Of Mechanical Engineering And Technologies	

Learning objectives:

Creativity and generating new ideas is a multi-layered and multi-directional process. From the research point of view, it is an extremely complex matter for study, reasoning and analysis.

The course offers of the students' knowledge about the theoretical foundations of creativity, the different ways of generating new creative ideas by understanding, building and managing a creative environment, a creative process and a creative product.

The aim of the discipline is to build a foundation and a vision for future managers to enable them to create innovative ideas and products, to manage the individual and collective work of the company's staff in order to achieve increased creativity in decision making and the creation of new ideas.

CONTENTS:

Training Area	Hours lectures	Hours seminar exercises
TOPIC 1. FUNDAMENTALS OF CREATIVITY	2	2
TOPIC 2. THINKING AND THOUGHT PROCESS - KEY FACTORS IN THE PROCESS OF CREATIVITY	2	2
TOPIC 3. CREATIVE PRODUCT	3	3
TOPIC 4. CREATIVE PROCESS FOR GENERATING NEW IDEAS	2	2
TOPIC 5. CREATIVE ENVIRONMENT	4	4
TOPIC 6. INDIVIDUAL CREATIVITY	3	3

TOPIC 7. ORGANIZATIONAL CREATIVITY	4	4
TOPIC 8. METHODS AND TECHNIQUES FOR GENERATING NEW IDEAS	10	10
TOTAL: 60 h	30	30