

Code: 38a „CREATIVITY AND METHODS FOR GENERATION NEW IDEAS”

ECTS credits: 7	Number of hours per week: 2+0+1
Forms of assessments: Exam	Types of assessment: Exam - written
Department, providing instruction on the discipline: Department: <i>INDUSTRIAL MANAGEMENT</i> <i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>	

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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.