

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Business Creativity and Innovation					
2.	Course Code: BBA 1124					
3.	Name(s) of academic staff: Kamal Abd Razak, MBA					
4.	Rationale: It is important for the students to be exposed to learning creativity and innovation for them to be able to think outside the logic bubble. Creativity inculcates thinking outside the box or see things from different perspective. Creativity can be developed and creative skills can be obtained by adopting creative techniques in solving day to day issues. Innovation is the extension of the creativity where the students will learn how new ideas can be put into practice and be commercialized.					
5.	Semester and Year offered: Semester 1 Year 1					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 40	T 20	P -	O 40	160
7.	Credit Value: 4					
8.	Prerequisite (if any): None					
9.	<p>Objectives:</p> <p>The objectives of this course are</p> <ul style="list-style-type: none"> • To inculcate Creative and Innovative thinking culture as the complementary thinking approach to Logical thinking. • To practice to utilize Creative Thinking approach in generating new business ideas as a life habit. • To inculcate the innovative culture i.e. the skill and habit of introducing new ideas into a new environment and market place. • 					
10.	<p>Learning outcomes:</p> <p>At the end of the semester the students will be able to:</p> <ul style="list-style-type: none"> • Convert their ‘Rock Logic’ thinking approach into a ‘Fluid Logic’ basis - and hence have a broad perspective in thinking. • Adopt a new creative thinking culture as a new habit • Accumulate over 500 new business ideas in his/her ideas book. – And is able to generate new ideas in a free flow mode. • Screen and select most viable and pragmatic idea to be commercialized. • Plan and initiate the innovation process of his/her new idea. • Manage creative resources in a family. • 					
11.	<p>Transferable Skills:</p> <p>Development of transferable skills such as creative thinking techniques and innovation process, effective group work, leadership skills, and knowledge in approaches to problem-solving.</p>					
12.	<p>Teaching-learning and assessment strategy</p> <p>Class Participation, Assignments, Team Work, Case Studies, and Presentation.</p>					

13.	<p>Synopsis:</p> <p>The course introduces a complementary and supplementary thinking approach to logical thinking. Creative thinking which is based on the right brain thinking explores new perspective and ideas related to business and work life. Innovative thinking emphasizes the skills to introduce new ideas and inventions into a new environments and markets. The course covers both perspective of thinking with particular application in entrepreneurship and business. The course is conducted as a workshop base learning approach emphasizing on mastering the skills rather the imparting only new knowledge.</p>																	
14.	Mode of Delivery: Lectures/Tutorial/Practical /Class Activities																	
15.	<p>Assessment Methods and Types:</p> <table border="0" data-bbox="339 696 1404 994"> <tr> <td>Class Participation</td> <td>5%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td>15%</td> </tr> <tr> <td>Case Studies, Seminar, Project Paper and Presentation</td> <td>40%</td> </tr> <tr> <td>Final exam</td> <td>40%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>								Class Participation	5%	Continuous Assessment, Assignments and Tests	15%	Case Studies, Seminar, Project Paper and Presentation	40%	Final exam	40%	Total	100%
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16.	Mapping of the course/module to the Programme Aims NA																	
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached																	
18.	Content outline of the course/module and the SLT per topic:																	
		Delivery				GL Hour	NGL Hour	SLT										
Topics	L	T	P	O														
<p>1. Introduction The Learning Outcomes:</p> <ul style="list-style-type: none"> Describe and discuss on the new life and business challenge in the Globalization Environment, the collapsing of national boundaries, the emergence of Sovereign Families, the rapid speed of development, the shift to the Virtual world, and the need for a new skills and expertise. 	4	2	-	-	6	12	18											

<p>2. Logical thinking</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Outline the logic basis, strength and weaknesses of logical thinking. • Explain the need for a complementary thinking approach to meet the new challenges in life and business. • Analyze Systematic thinking approach : THE SEVEN HATS THINKING APPROACH 	4	2	-	1	7	16	23
<p>3. Creative thinking approach</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Analyze the contrasting different from logical thinking – the complementary nature between logic and creativity. • Discuss the basic approach in Creative thinking. The Creative thinking model : <ul style="list-style-type: none"> - Subject - Reverse Engineering - Provocation - Movement - Ideas - Harvesting - 	4	2	-	-	6	12	18
<p>4. ESCAPE approach in Creative thinking</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Explain basic concept and approach. • Completes Workshops on the application of ESCAPE approach in Creative thinking. 	4	2	-	1	7	16	23

<p>5. STEPPING STONES approach in creative thinking</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Workshops on STEPPING STONES approaches - <ul style="list-style-type: none"> - Reversal - Exaggeration - Wishful Thinking - Distortion - Random Just a Position 	4	2	-	-	6	12	18
<p>6. Other approach in Ideas generations</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Completes Workshops on : <ul style="list-style-type: none"> - A – Z CREATIVITY EXCITERS - Day dreaming session - Other routine methods 	4	2	-	1	7	16	23
<p>7. Creative problem solving approach using SYNECTICS METHODS</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Completes Workshops on : <ul style="list-style-type: none"> - Direct Analogy - Career Excursion - Example Excursion - Street Excursion - Drawing / Noodling / Collage - Essential Paradox / Books Titles - Forced Relationship - Attribute listing - Morphological Analysis - Matrix Analysis - Scamper 	4	2	-	-	6	12	18

	<p>8. Introduction to Innovation</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Outline the process of Innovation • Complete Workshops on : <ul style="list-style-type: none"> - Economics Product design - Value innovation using blue ocean strategy - Marketing and qualitative aspects of innovation 	4	2	-	1	7	16	23
	<p>9. Managing Creative Resources</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Discuss on Creative environment • Recognition of Creative Resources • Harnessing Creative Resources • Rewarding ideas and recognizing creative employees • Capitalize Creative Resources in an organization and societies. 	4	2	-	1	7	16	23
	<p>10. Creativity and Innovation project</p> <p>The Learning outcomes:</p> <ul style="list-style-type: none"> • Project approach • Project format • Expectation 	4	2	-	1	7	16	23
	<p>TOTAL STUDENT LEARNING TIME (SLT)</p>	40	20	20	40	-	40	160

18.	<p>Main references supporting the course:</p> <ul style="list-style-type: none"> • Edward de Bono (2007) - Lateral Thinking: Step by Step in Creativity, Perennial Library. • Leigh L Thompson & Hoon-Seok Choi (Eds) (2005) Creativity and Innovation in Organizational Teams, Lawrence Erlbaum Associates. • Additional References •
19.	<p>Other additional information:</p> <ul style="list-style-type: none"> • Nil Michael Michalko, (2006) Thinkertoys: A handbook of Creative Thinking Techniques. • M. Larry Shillito & David J. De Marle, Value: Its measurement, design and Management, Hancover Publication.