

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Creativity & Innovation in Organizations

COURSE NUMBER: HRM 367

PRE-REQUISITE(S): None

COURSE DESCRIPTION:

This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. Students will learn about theoretical conceptualizations of creativity and innovation as well as practical applications inv2dp6 (onAeat)1.pro

Learning Objectives: The student will:

- A-1 Explain the innovation process, including the innovation value chain, the role of champions, and commercializing an innovation.
- A-2 Analyze organizational practices that facilitate creativity and innovation.

GOAL B:

The student will be able to examine the process involved in managing creativity or innovation.

Learning Objectives: The student will:

- B-1 Explain how various organizations foster creativity and innovation.
- B-2 Summarize the role of leaders in harness creativity.
- B-3 Examine the creative problem solving process and provide access to tools that students can use in their future careers for solving innovation dilemmas and challenges.

GOAL C:

The student will demonstrate effective written and oral communication skills when