

## COURSE SYLLABUS PROPOSAL

### CREATIVITY AT WORK

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**July 6 - July 17**

**Monday - Friday (7:00 am - 10:00 am)**

**NEOMA**  
BUSINESS SCHOOL  
Fusion de Reims MS et Rouen BS

#### DESCRIPTION

Creativity—the generation of novel and useful ideas—is a valuable employee outcome associated with organizational sustainability and innovation. How can organizations provide means to foster creativity in their employees? How can leaders help employees solve problems in creative ways? How can individuals increase their creative activity? Why organizations with creative employees are not always innovative? What determines creativity in a team? This course aims to provide an initial solution to these and other questions related to creativity in organizations.

#### OBJECTIVES

The module situates the manager's and employee's behavior with respect to the complexities of organizational creativity in international contexts. It takes a multi-level approach to offer managers a comprehensive view of how to develop individual's creativity and improve team creative performance. It emphasizes the practical application of concepts related to creative performance and predicted by individual self-awareness, personality, dimensions of culture, intrinsic motivation, teamwork, leadership, and creative climate in multicultural settings.

## METHODOLOGY

The course is based on theory, cases, articles, videos, role plays, experiential activities and a lot of in class discussion and dialog. In order to fully take advantage of each session it is extremely important that students are prepared to engage in a rich exchange of ideas during the sessions. Within class, instructor and students will discuss the materials, apply diagnostic tools to organizational cases, experience the nuances of the creative activity and discuss and develop solutions to encourage creativity at work.

## EVALUATION

### 1. Participation (30% of module grade):

All students are required to attend to at least 80% of the classes. While it is required to be in the class, just being there is not enough! All students are expected to actively contribute to the learning experience by asking and answering questions, sharing opinions, expressing agreement or disagreement, talking about relevant experiences, and seeking or providing clarifications, etc. In order to get the most of your class attendance, you should read the assigned material prior to each class. Thus, an average student, who shows some interest (but with no additional contribution) will receive a mark of 3.0/5.0. A student who is not present or comes in late to most sessions and who does not contribute to the class discussions will receive a lower mark. An outstanding student who provides strong analytical recommendations supported by data from the case and readings, asks questions, and offers valuable contribution that moves the class discussion forward will receive full mark.

Each student will receive a participation grade for each session. The final participation grade will be the average grade received for all sessions.

### 2. Individual project (20% of module grade):

One week after the last session of the course, students must deliver a 5-7 pages report, single spaced, font size 12 (references do not count towards this limit), where they present a plan to develop their creativity skills. This plan must be based on their learning during the course, and include:

A self-assessment of their creativity skills

An identification of improvement areas

An improvement plan

An analysis of how these creativity skills will help their performance at work

Students with managerial responsibilities at work are highly encouraged to extend this analysis to their team, by developing a creativity development plan for the people they are in charge of.

### 3. Group activities (40% of module grade):

Groups and classroom layout:

Groups of 4-5 students will work together in the majority of activities during the course.

Activities:

Debates and rebuttals creativity-related subjects

Presentation of case studies in pre-readings

Group presentation of the causes and solutions for a current company problem / crisis

Role plays, simulations

Video analysis