

## 62941 - Creativity management in professional environments

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 62941 - Creativity management in professional environments

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 562 - Master's in Product Development Engineering

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The main objective of the subject is that students are able to manage creativity, forming and leading creative groups. In addition, the student should understand that creative resources can be obtained both inside and outside the organization, and that creative processes are developed in order to achieve innovation through product design.

This is a subject whose evaluable contents alone do not yet provide the student with direct capabilities to achieve specific objectives of the 2030 Agenda. However, its transversal nature is essential to apply it to the rest of the subjects of the degree and to the professional environment, which are more directly related to the 2030 Agenda.

### 2. Learning results

Upon completion of this subject, the student will be able to:

- Build and lead creative groups, have the ability to define profiles to create a multidisciplinary group.
- Know external sources from which to draw resources and apply them to projects.
- Energize a creative group and apply specific work techniques in each phase of the project.
- Define features and characteristics that generate innovative product concepts.
- Show facility in communicating ideas to other designers for their development

### 3. Syllabus

- Creative leadership: creativity enablers.
- Co-creation and co-design: creativity in interdisciplinary groups, contribution by multidisciplinary profiles.
- Open innovation: concepts and types of innovation.
- Creative cluster and innovation ecosystems: collective intelligence, organizations open to change, input from the external environment. Interaction of industrial sectors for innovation.
- Economic management of innovation: standardization of innovation in the company, the 166001 standard and the motivated reports.
- Conceptual design: essence of products/services, opportunity for differentiation.
- Creativity and entrepreneurship: Startup, EBT, Spin-off and innovation accelerators/incubators.

### 4. Academic activities

The program offered to the student to help them achieve the expected results includes the following activities:

The subject has 6 credits, which is equivalent to 150 hours of student work, assigned as follows:

- Master class/theory (12 hours)
- Problem solving and case studies (8 hours)
- Laboratory practices (28 hours)
- Special practices (external visits)(12 hours)
- Practical application or research work (70 hours)
- Theory study (10 hours)
- Assessment tests (5 hours)

### 5. Assessment system

The student must demonstrate achievement of the intended learning results through the following assessment activities:

- The subject consists of two parts with different percentages:
  - 40% individual work
  - 60% group project
  - It is necessary to pass both parts of the subject.
- A continuous and joint evaluation by the teachers of the subject is planned. The project will be evaluated using rubrics specifically designed for this purpose. These rubrics will be available to students in the statements.

In accordance with the regulations of the University of Zaragoza, in the subjects that have continuous or gradual evaluation systems, a global evaluation test will also be scheduled for those students who opt for the latter system.