



Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BTE 22323: Creativity

Level: 2000

Number of Credits : 03

Course Description

This course provides an understanding of the concepts, theories, models, tools, and techniques to stimulate and enhance creativity. It explores the dynamic field of creativity, encompassing both individual creative expression and the fostering of creativity in teams and organizations. Additionally, this course discusses how business organizations can integrate creativity, innovation and entrepreneurship in practical scenarios.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Explain concepts, theories, models, tools and techniques of creativity development.
- Recognize obstacles for creativity development.
- Identify the significance of creativity across personal, professional, and entrepreneurial contexts.
- Explain the integration of creativity, innovation, and entrepreneurship.
- Develop strategies to overcome barriers and foster a conducive creative environment.

Teaching/Learning Methods

Lectures, guest lectures, case studies, group discussions, workshops, and field visits.

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to creativity
2. Tools and techniques to stimulate and enhance creativity
3. Creativity process and its applications
4. Obstacles to hindering creativity
5. Individual creativity
6. Team creativity
7. Organizational creativity
8. Entrepreneurial creativity
9. Empower employee creativity
10. Leadership and creativity
11. Integrating creativity, innovation and entrepreneurship
12. Ethics and creativity

Recommended Readings

1. Bessant, J. & Tidd, J. *Innovation and Entrepreneurship*, John Wiley & Sons Ltd./The Latest Edition

2. Mumford, M. D. *Handbook of organizational creativity*. Academic Press./The Latest Edition
3. Walesh, S. *Introduction to Creativity and Innovation for Engineers*. Pearson./The Latest Edition