
Creativity and Business Innovation (15860) (Creativity and Business Innovation)

Ano Letivo 2020/2021
Responsável Oscarina Susana Vilela da Conceição
Área Disciplinar Gestão Empresarial (Gestão Empresarial)
Departamento Gestão

Plano de estudos

Curso	Regime	Semestre	Ano Curricular	ECTS	Total de Horas	Horário
GE (9152)	D	S1	3	6.0	168	N/D
GEPL (9994)	PL	S1	3	6.0	168	N/D

Docencia

Nome	Curso	Semestre
Liliana Lima Lousinha Alves (1142)	GEPL	S1
	GE	S1

Enquadramento

Objetivos da Unidade Curricular



A Unidade Curricular Criatividade e Inovação Empresarial prepara os alunos com ferramentas que contribuem para uma organização criativa. O processo criativo ao nível individual, do grupo e da organização é o ponto central da U.C. O impacto da liderança das equipas, da aprendizagem organizacional, bem como da medição da criatividade são tópicos fundamentais também abordados ao longo do semestre.

O aluno deve ser capaz de alcançar os seguintes objetivos:

[1-Distinguir os conceitos de criatividade e de inovação](#)

2- Identificar as vantagens da criatividade em âmbito empresarial

3- Organizar e desenvolver processos criativos de forma individual e de grupo em âmbito empresarial

4- Reconhecer fatores inibidores e facilitadores da criatividade organizacional

5- Planear e dirigir projetos inovadores

6- Identificar as vantagens da aprendizagem organizacional

7- Medir os níveis de criatividade dentro de uma organização



The Creativity and Business Innovation course prepares students with tools that contribute to a creative organization. The creative process at the individual, group and company level is the main topic of the course. The impact of leadership, organizational learning as well as creativity assessment are also key topics addressed throughout the semester.

The student should be able to achieve the following objectives:

1- Define creativity and innovation concepts

2- Identify the advantages of business creativity

3- Organize and develop creative processes individually and in a group in the business environment

4- Recognize inhibitors and facilitators factors of organizational creativity

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- 5- Plan and manage innovative projects
 - 6- Identify the advantages of organizational learning
 - 7- Measure levels of creativity within an organization

Conhecimentos e competencias a adquirir



Esta unidade curricular pretende providenciar o desenvolvimento de novas ideias que conduzam à inovação, aplicar o pensamento crítico através de um caminho sistemático que gere resultados e resolva problemas reais para as empresas.



To provide the ability to develop creative new ideas that lead to innovation, apply creative thinking in a systematic way that achieves results and solve real problems for companies.

Programa

Conteúdos Programáticos



1 - Creativity and Business Innovation:

Concepts and Approaches of Creativity and Innovation

Impacts in Business

Creative Problem Solutions in Companies

Individual, Group and Company Level in Innovation

2 - Individual Level

Personality

Special Cognitive Abilities

Cognitive Style

Motivation

Expertise

3 – Group Level

Team Characteristics

Factors Influencing Team Creativity and Innovation

Phases of Team Creativity and Innovation

4 - Collective Creativity and Leadership

Leadership styles

Conflict management

Implementing Ideas Top-Down

5 – Company Level

Organizational Factors for Creativity and Innovation

Planning for Innovation: A Process Oriented Perspective

Project Management of Innovative Teams

6- Organizational Learning

Creativity as an Organizational Learning Process

Organizational Creativity and The Knowledge based View

7- Organizational Creativity Assessment

Team and Organizational Assessments

Application of the KEYS questionnaire



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7- Organizational Creativity Assessment

Team and Organizational Assessments

Application of the KEYS questionnaire

Bibliografia

Principal

Mumford, M. D. (2012). Handbook of Organizational Creativity, First Edition, Academic Press. Hardcover ISBN: 9780123747143.

Byrge, C., & Hansen, S. (2014). Enhancing creativity for individuals, groups and organizations: Creativity as the Unlimited Application of Knowledge. København: Frydenlund Academic.

Van Gundy, A. B. (2005). 101 Activities for Teaching Creativity and Problem Solving. PfeifferWiley, USA: San Francisco. ISBN:0-7879-7402-1.

Complementar

Beghetto, R. A. & Kaufman, J. C. (2016). Theories of Creativity. In Plucker, J. A. (Ed.) Creativity and innovation: Theory, Research and Practice, Chapter 2, pp. 35-47, Wako, Texas (TX).

Byrge, C. & Hansen, S. (2014). Enhancing creativity for individuals, groups and organizations: creativity as the unlimited application of knowledge. Frydenlund Academic, Denmark.

Mathisen, G. E. & Einarsen, S. (2004). A review of instruments assessing creative and innovative environments within organizations, Creative Research Journal, 16 (1), 119-140.

Demonstração da coerência dos conteúdos programáticos com os objetivos da UC



Os conteúdos programáticos foram definidos tendo por base os objetivos que se pretendem alcançar para esta UC, bem como as competências a adquirir pelos alunos, conforme se apresenta em seguida.

Objetivos 1 e 2: Tópico 1 - Creativity and Business Innovation

Objetivo 3: Tópico 2 - Individual Level; Tópico 3 – Group Level; Tópico 4 - Collective Creativity and Leadership

Objetivo 4: Tópico 5 – Company Level

Objetivo 5: Tópico 5 – Company Level

Objetivo 6: Tópico 6- Organizational Learning

Objetivo 7: Tópico 7- Organizational Creativity Assessment



The syllabus contents were defined based on the objectives to be achieved in this course, as well as the skills to be acquired by the students, as shown below.

Objective 1 e 2: Topic 1 - Creativity and Business Innovation

Objective 3: Topic 2 - Individual Level; Topic 3 – Group Level; Topic 4 - Collective Creativity and Leadership

Objective 4: Topic 5 – Company Level

Objective 5: Topic 5 – Company Level

Objective 6: Topic 6- Organizational Learning

Objective 7: Topic 7- Organizational Creativity Assessment

Metodologias de Ensino/Aprendizagem

Metodologias



Os conteúdos programáticos são abordados numa perspetiva teórico-prática com apresentação oral dos conteúdos e interação com a turma. Ao longo do semestre são analisados casos de estudo na área empresarial e serão realizados exercícios de grupo relacionados com a criatividade e a inovação.



The syllabus contents are approached through a theoretical-practical perspective with oral presentation and interaction with the class, as well as using business cases studies and group exercises related to creativity and innovation.

Demonstração da coerência das metodologias de ensino com os objetivos E/A da UC



As metodologias de ensino visam facultar aos alunos um quadro teórico de reflexão estratégica através da exposição de conceitos, exemplos, técnicas e pensamento crítico. Com a análise de casos de estudo e exercícios de criatividade pretende-se a aplicação prática da componente teórica da unidade curricular.



The teaching methods aim to provide students with a theoretical framework for reflection through exposure of concepts, examples, techniques and critical thinking. With performing case studies and exercises related to creativity it is intended to apply the theory into the practice and reality of organizations.



Metodologias de Avaliação



A: Avaliação contínua

- Group Work 1 (20%) (entrega e apresentação oral, obrigatoriamente)
- Group Work 2 (30%) (entrega e apresentação oral, obrigatoriamente)
- Written test 1 (50%) – classificação mínima de 7,5 valores

B: Final exam

- Final exam (100%)



A: Continuous Assessment

- Group Work 1 (20%) (Delivery of written document and oral presentation, mandatory)
- Group Work 2 (30%) (Delivery of written document and oral presentation, mandatory)
- Written test 1 (50%) – minimum grade: 7,5 values

B: Final exam

- Final exam (100%)

Parecer

Validada.

Assinatura

Diretor de Departamento	Coordenador Área Disciplinar	Responsável da UC	Unidade Orgânica
Cândida Sofia Ferreira Machado 12/10/2020 10:24:24 Europe/Lisbon	Márcia Marina Rodrigues Brito Duarte 08/10/2020 15:39:14 Europe/Lisbon	Oscarina Susana Vilela da Conceição 08/10/2020 15:34:49 Europe/Lisbon	Escola Superior Gestão 12/10/2020 10:24:24 Europe/Lisbon

