

Academic Year: ( 2023 / 2024 )

Review date: 02-06-2023

Department assigned to the subject: Transversal matters

Coordinating teacher: TINEO ALVAREZ, ANGELES

Type: Basic Core ECTS Credits : 3.0

Year : 2 Semester : 2

Branch of knowledge: Social Sciences and Law

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

None

**OBJECTIVES**

- Identify characteristics of creative personality and assess the individual level of creativity.
- Get familiar with the main creative skills.
- Learn and apply different creativity tools.
- Improve the ability to use the creative thinking approach to problem solving.

**DESCRIPTION OF CONTENTS: PROGRAMME**

1. Introduction: What is and what is not creativity?
2. The creative personality.
3. Lateral thinking.
4. Creative skills.
5. Key principles of creativity.
6. Assessment of the level of creativity.
7. Methods and tools for the application of creative thinking.
8. Production of ideas.
9. Unlocking Creativity.
10. Creativity applied to quality, novelty and value. Creativity for innovation.
11. Techniques for generating ideas. Techniques for evaluating ideas.
12. The problem-solving process: models, phases, tools and application.
13. Monitoring and control of decisions.
14. Group decision-making. Consensus.

**LEARNING ACTIVITIES AND METHODOLOGY**

The class schedule is distributed according to the following methodology and training activities:

- Theoretical-practical teaching; Active, dynamic and participatory learning.
- Written and oral exercises; student presentations.
- Other training activities: master classes, group work, guided discussions, practical cases, etc.

**ASSESSMENT SYSTEM**

Final exam in the official exam session: 0 points.

Continuous assessment: 10 points of the overall grade.

- Attendance at 85% of the classes is compulsory in order to pass the course (i.e. 12 of the 14 classes).
- Active participation in the classes.
- Completion of exercises and practical activities in class and through Aula Global.
- Two written assessment tests: one in the 7th class, a short development test that will deal with the contents worked on in the previous classes; another in the 14th class: a development test on the whole of the syllabus taught in which students must summarise the contents dealt with and draw conclusions on the practical applications of the same at a professional level. They must also write a conclusion and personal self-assessment on the level of development they consider they have reached in the skill to which the subject refers.
- There may be other assessment tests that will be indicated in the weekly planning.

Percentage weight of the Final Exam: 0

Percentage weight of the rest of the evaluation: 10

Please note that, in accordance with current regulations, each enrolment in cross-disciplinary subjects, as in this case, will involve a single call and, in those cases in which the continuous assessment process includes a test, this must be taken during the timetable and in the classroom reserved for classes, as these cross-disciplinary subjects do not have a date reserved in the official exam calendars.

<b>% end-of-term-examination:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

#### BASIC BIBLIOGRAPHY

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- DEMORY, B. Técnicas de creatividad, Granica, 1997
- GALLEGO, F. Aprender a generar ideas: innovar mediante la creatividad, Piados Ibérica, 2002
- GRAY, David, BROWN, Sunni, MACANUFO, James Gamestorming. 83 juegos para innovadores, inconformistas y generadores de cambio, Deusto, 2012
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- MICHALKO, Michael Thinkertoys: cómo desarrollar la creatividad en la empresa, Gestión 2000, 2001
- MONREAL, C. Qué es la creatividad, Biblioteca Nueva, 2001
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- RIES, Eric El método Lean Startup. Cómo crear empresas de éxito utilizando la innovación continua, Deusto, 2012
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- VARELA, R. Innovación empresarial: arte y ciencia en la creación de empresas, Pearson Educación de Colombia, 2001
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