COURSE TITLE: Creativity in Management

COURSE NUMBER: MBA 7594

I. COURSE OBJECTIVES:

Each student will be able:

1. To critically evaluate these aspects of creativity: level, style, process and techniques.

2. To assess the differences between recognized creative people and the real environment of the student's workplace.

3. To understand how the student can become a creative innovator and lead the change in their organization.

4. To consider the broad implications to management and American and global competitive advantage.

5. To discover the creativity in each of us.