

DEPARTMENT OF "International Communication and Media Research"  
COURSE SYLLABUS

Course Details				
Code		Academic Year		Semester
ICMR116		2021-2022		2
Title		T	A	L
Creativity and Innovation Management		2	0	0
				ECTS
				5
Language	English			
Level	Graduate	x	Postgraduate	
Department / Program	International Communication and Media Research			
Forms of Teaching and Learning	Face-to-Face (60%), Distance Learning (40%)			
Course Type	Compulsory		Elective	x
Objectives	Increase students' academic competencies in the following fields and gain their abilities with practices: six thinking hats, TRIZ, Idea Boxes, mind maps, brainstorming, etc.			
Content	The main reason of the infertility in every discipline in terms of creativity and innovation is not being able to consider the creativity as a competence that can be learned, in all its parts (idea management, re-framing the issues, motivation, imagination, ecology, visualization etc.). From the biology to fine arts, law to medicine, engineering to political sciences, this new relative discipline that corresponded in numerous fields, has triggered the valuable outcomes by providing synergy in interdisciplinary areas. The course will be taught as two-hour theoretical lesson in classroom, and next one hour will be continued with practices.			
Prerequisites	–			
Coordinator	–			
Lecturer(s)	Prof. Dr. Burhanettin Aykut Arıkan			
Assistant(s)	Oğuzhan GÜNER M.A.			
Work Placement	–			
Recommended or Required Reading				
Books / Lecture Notes	Steven Johnson, Where good Ideas Come from? Tina Seelig, inGenius: A Crash Course on Creativity Genrich Altshuler, And Suddenly the Inventor Appeared Kalevi Rantanen & Ellen Domb, Simplified TRIZ: New Problem Solving Applications for Engineers and Manufacturing Professionals Dan Pink, Drive: the Surprising Truth About What Motivates Us Edgar Allan Poe, The Philosophy of Composition Seelcase 360 Magazine Ron Dvir's Papers John Maeda, Rules of Simplicity Tony Buzan, The Min Map Book Keth Sawyer, Zig Zag: The Surprising Path to Greater Creativity			
Other Sources	–			

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Additional Course Material			
Documents	–		
Assignments	–		
Exams	–		
Course Composition			
Social Sciences			100%
Natural Sciences			%
Engineering Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam			
Quiz			
Assignments			
Attendance			
Recitations			
Projects	1		100%
Final Exam			
<b>Total</b>			<b>100%</b>
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	14	1	14
Assignments			
Presentation / Seminar Preparation			
Midterm Exam			
Recitations			
Laboratory			
Projects	1	108	108
Final Exam			
<b>Total Work Load</b>			<b>150</b>
<b>ECTS Points (Total Work Load / 30)</b>			<b>5</b>
Learning Outcomes			
1	Learn how to develop an idea		

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2	Gain how to re-frame issues
3	Get knowledge how to develop creative innovation solutions with methodology of TRIZ.
4	Learn fundamental elements that motivates creativity.
5	Have knowledge about the ecosystems aimed at creativity
6	Understand the structural relationships between cognitive surplus, creativity and innovation
7	Learn and practice laws of simplicity
8	Learn how to develop and practice idea maps

**Weekly Content**

1	Introduction: What really is creativity about?
2	Generating "good ideas"
3	Reframing the Problem
4	Bringing balance to the contradiction: Introduction to TRIZ
5	The ideal final product: Advances in TRIZ
6	Creative motivation
7	Tales of mystery and imagination
8	Creative environments and innovation
9	Ecosystems of creativity and innovation
10	Creative surplus
11	Rules of simplicity
12	Visualizing ideas: Mindmapping
13	The zigzag effect
14	Recap

**Contribution of Learning Outcomes to Program Objectives (1-5)**

	P1	P2	P3	P4	P5	P6
1	3	1	4	4	4	5
2	3	1	4	5	4	5
3	3	1	4	5	3	5
4	3	1	5	4	3	4
5	3	1	5	3	3	5
6	3	1	4	3	3	5
7	3	1	4	4	3	3
8	5	1	5	4	3	5

**Contribution Level** 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

<https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&curSunit=6028>

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<b>Compiled by:</b>	Prof. Dr. Burhanettin Aykut Arıkan
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