


KAPITAŁ LUDZKI
 NARODOWA STRATEGIA SPÓJNOŚCI

 Projekt współfinansowany przez
 Unię Europejską w ramach
 Europejskiego Funduszu
 Społecznego

UNIA EUROPEJSKA
 EUROPEJSKI
 FUNDUSZ SPOŁECZNY


Course title		ECTS code	
Business creativity		13.3.0756	
Name of unit administrating study			
Faculty of Economics			
Studies			
faculty	field of study	type	all
Faculty of Chemistry	Chemical Business	form	all
		specjalty	all
		specialization	all
Teaching staff			
dr Andrzej Poszewiecki; Marta Moksa			
Forms of classes, the realization and number of hours		ECTS credits	
Forms of classes		2	
Auditorium classes		classes - 30 h	
The realization of activities		tutorial classes – 5 h	
classroom instruction		student's own work – 15 h	
Number of hours		Total: 60 h - 2 ECTS	
Auditorium classes: 30 hours			
The academic cycle			
2022/2023 summer semester			
Type of course		Language of instruction	
obligatory		polish	
Teaching methods		Form and method of assessment and basic criteria for evaluation or examination requirements	
Preparing of the final work - project or presentation		Final evaluation	
		Graded credit	
		Assessment methods	
		assignment work – project or presentation	
		The basic criteria for evaluation	
		The basic criteria for evaluation or exam requirements	
		Knowledge of creative techniques, knowledge about ways to overcome barriers to creativity, knowledge of how to proceed in creative problem solving	
		The implemented project will deal with the solution of a real business problem using creative techniques	
		The scale of grades is consistent with the UG Studies Regulations	
Method of verifying required learning outcomes			
Required courses and introductory requirements			
A. Formal requirements			
none			
B. Prerequisites			
none			
Aims of education			
Aims of education			
The aim of education is to equip the student with knowledge, skills and competences related to business creativity			
Course contents			
Course contents			

Student after the course freely uses the conceptual apparatus in the field of creativity; has a basic knowledge of the theory of creativity and communication and their social significance and influence on the creative process;

Bibliography of literature

Bibliography of literature

Literature required to pass the course

- 1) E. Nęcka, J. Orzechowski, A. Słabosz, B. Szymura, Trening twórczości, Wyd. GWP, Gdańsk 2008
- 2) E. Nęcka, Psychologia twórczości, Wyd. GWP, Gdańsk 2003

Extracurricular readings

- 1) J. D. Antoszkiewicz, Metody heurystyczne. Twórcze rozwiązywanie problemów, PWE, Warszawa 1990
- 2) Z. Mikołajczyk, Techniki organizatorskie w rozwiązywanie procesów zarządzania, PWN, Warszawa 1999
- 3) T. Proctor, Twórcze rozwiązywanie problemów, Wyd. GWP, Gdańsk 2002
- 4) K. Szmidt, Trening kreatywności, Wyd. Helion, Gliwice 2008
- 5) A. Poszewiecki, Feniks z popiołów, w: Przedsiębiorczość intelektualna i technologiczna XXI wieku, red. M. Bąk, P. Kulawczuk, KIG, Warszawa 2009

The learning outcomes (for the field of study and specialization)

Knowledge

Knowledge

Student:

- has basic knowledge of small business management,
- can replace the sources of financing a small enterprise,
- indicates the characteristics of enterprising persons,
- knows what the concept of knowledge management is all about,
- knows the basic forms of motivating and evaluating personnel.

Skills

Skills

Student is able to evaluate the creativity and communication competence of someone else's and their own actions; can indicate obstacles in creative thinking in the communication process; can independently search, verify and evaluate persuasive information and their impact on creativity.

Student is able to analyze the problem and find the best strategy for the solution and to use interchangeably different strategies for developing creativity and creative action; can adapt the method to whether work takes place in a group or alone; can use the skills of interpersonal communication and communication in a group for the purpose of independent or group problem solving.

Social competence

Social competence

Student is able to effectively participate in the implementation and implementation of group project tasks regarding the functioning of modern business entities.

Student is able to solve problems in a creative way and adapt creative and communication techniques to the specifics of the task; can take individual and social roles and communication styles to engage in entrepreneurial and creative activities.

Contact

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