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| Course title Kreatywność biznesowa / Business creativity | | ECTS code 4.0.1761 | |
| Name of unit administrating study Faculty of Chemistry | | | |
| Studies | | | |
| Field of study | Type | Form | |
| Chemistry | Bachelor | Full-time studies | |
| Teaching staff Dr Andrzej Poszewiecki | | | |
| Forms of classes, the realization and number of hours | | ECTS credits 2 | |
| A. Forms of classes, in accordance with the UG Rector's regulations auditorium classes | | classes - 30 h tutorial classes – 5 h student's own work – 15 h | |
| B. The realization of activities in-class learning | | Total: 60 h - 2 ECTS | |
| C. Number of hours 30 h auditorium classes | | | |
| The academic cycle 2021/22 winter semester | | | |
| Type of course obligatory | | Language of instruction Polish | |
| Teaching methods Case Studies | | Form and method of assessment and basic criteria for evaluation or examination requirements | |
| | | A. Final evaluation, in accordance with the UG study regulations course completion (with a grade) | |
| | | B. Assessment methods Preparing of the final work - project or presentation | |
| | | C. 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 | |
| Required courses and introductory requirements None | | | |
| Aims of education The aim of education is to equip the student with knowledge, skills and competences related to business creativity | | | |
| 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

A. 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

B. 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

C.

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

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

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.