

Course title Kreatywność biznesowa / Business creativity		ECTS code 4.0.1832	
Name of unit administrating study Faculty of Chemistry			
Studies			
Field of study	Type	Form	
Environmental Protection	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.