

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Integral Leadership Program (Associated with Business Studies + International Relations)
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Faculty/School:	Legal and Business Science
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Course:	INNOVATION AND CREATIVITY
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Type:	Compulsory Internal
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ECTS credits:	2
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Year:	2
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Code:	71316
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Teaching period:	Third-Fourth semester
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	50
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Teaching staff	E-mail
Vicente García Pla	v.garcia.prof@ufv.es

## SUBJECT DESCRIPTION

En primer lugar, el/la alumno/a será confrontada con algunos conceptos básicos de la innovación y la creatividad y deberá revisar sus pre-juicios y conocimientos anteriores. Para ello se ofrece una visión crítica y comparada de la innovación y la creatividad, que permitirá comprender la diversidad de formas y de funciones que ésta puede cumplir.

En segundo lugar, se ofrece una visión de conjunto de algunas de las funciones más importantes que cumplen la innovación y creatividad en las organizaciones, tanto públicas como privadas. También, se reflexiona sobre el papel de cada individuo de una organización en los procesos de innovación y creatividad.

En tercer lugar, el alumno/a se enfrentará a los retos que la innovación y creatividad suponen para un líder, tanto a nivel corporativo como departamental o de equipo.

El conocimiento de la innovación y creatividad en las organizaciones estará integrado con el concepto de liderazgo integral.

First, the students will study the very basic concepts of innovation and creativity and will have to review their previous pre-judgments and knowledge. This provides a critical and comparative view of innovation and creativity, which will allow them to understand the diversity of forms and functions that it can fulfill.

Second, it provides an overview of some of the most important functions that fulfill innovation and creativity in organizations, both public and private. Also, it reflects on the role of each individual of an organization in the processes of innovation and creativity.

Third, the students will face the challenges that innovation and creativity pose for a leader, at the corporate, departmental or team level.

The knowledge of innovation and creativity in organizations will be integrated with the concept of integral leadership.

## GOAL

1. To understand the key resources and motivators of innovation and creativity in organizations, both individually and collectively.
2. To analyze ideas and beliefs about innovation and creativity.
3. To provide an overview of the main international centers of innovation and creativity.

The specific aims of the course are:

- To be able to establish, organize and promote mechanisms of innovation and creativity in any institution through a culture of integral leadership.

## PRIOR KNOWLEDGE

Basic knowledge of integral leadership, innovation and creativity, and interest in expanding them.

## COURSE SYLLABUS

Basics

1. Critical thinking / Deep thinking / Logic and meaning.
2. Truth / Appearance / Belief / Fallacies / Noise / Whatsapp.
3. Fashion / Need / Capability.

Tools

1. Team / Charity.
2. Imagination / Artistry / Freedom.
3. Gaze / Wonder / Beauty.

Leading

1. Any team, any context.
2. Best practices-Worst practices.

## EDUCATION ACTIVITIES

- 1.- Lectures.
- 2.- Analysis (readings and discussions).
  - 2.1.- Analysis of videos.
  - 2.2.- Analysis of academic texts.
  - 2.3.- Analysis of informative texts in the media.
- 3.- Personalized tutoring:
  - 3.1.- Individual tutorials, at the request of the student.
  - 3.2.- Group tutorials.
4. Final evaluation.

### SELF WORK

- Investigation and study of the contents of the program.
- Realization of the exercises and works proposed in class and / or through the Virtual Classroom.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
16 hours	34 hours

## SKILLS

- 1 - Creativity (to be able of seeing all the possibilities).
- 2 - Curiosity

## LEARNING RESULTS

To be able to contemplate all the possibilities ...

To improve the lateral / divergent thinking.

To acquire the basic tools that allow the implementation of an attitude of flexibility and adaptability in creative processes

To get to exercise the proactivity oriented to the creative generation of innovative ideas

## LEARNING APPRAISAL SYSTEM

### ORDINARY EVALUATION SYSTEM

It is the primary evaluation system, applicable to all students who are enrolled for the first time in the subject unless they are exempt from class attendance, and to students who enroll a second time or successive in the subject and choose this system.

The requirements to maintain this evaluation are:

- To be registered in the subject, in the Virtual Classroom.
- Attend at least 80 percent of class hours.

Assessment:

- Final essay of the subject: 50%. Maximum extension of 2,000 words. Deadline: 15 days after the end of the lessons. Individual.
- Class workshop: 50%. This is a team-work to be done at class.

#### **SINGLE EVALUATION SYSTEM BY FINAL TEST.- EXTRAORDINARY CALL**

It is the evaluation system for students who have academic exemption, for students who are enrolled a second time or successive and so choose, and for students who attend extraordinary convocation.

Percents evaluation by final test:

- Final examination on the date officially assigned to it: 50%
- Final essay of the subject: 50%. Maximum extension of 2,000 words. Deadline on the day of the final test of contents.

## **BIBLIOGRAPHY AND OTHER RESOURCES**

### **Basic**

Aulet, Bill. Disciplined Entrepreneurship: 24 Steps to a Successful Startup. Wiley. 2013.

### **Additional**

Bowell and Kemp. Critical Thinking: a concise guide. Second Edition. Routledge. 2005.