



Course program and reading list

Semester 1 Year 2021

School: Arison School of Business B.A

Systematic Creativity

Lecturer:

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Course No.:	Course Type :	Weekly Hours :	Credit:
2237	Elective	2	2

Course Requirements :	Group Code :	Language:
Final Paper	211223721	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Systematic Creativity (2237):

2652 - Creativity and Innovation in Marketing
6254 - Systematic Creativity

Course Description

The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. Despite the enormous effects of creative ideas in management, this is one component in managers' work, which traditionally defies quantitative evaluation or the applications of systematic approaches.

Not only is the original idea itself difficult to evaluate precisely, the ability to generate such ideas is generally considered an inherent personality trait that cannot be acquired: Creative people, it is generally believed, are born, not made. The conventional

approach is, therefore, to view creative managers as a different class of individuals. Although creative individuals may have some degree of difficulty working on routine tasks or in a team, they compensate for these shortcomings by coming up with ideas that no one has ever thought of before. According to this approach, the stroke of genius or inspiration may occur once in ten years, yet the organization will benefit by waiting patiently to reap the fruits of its creative managers.

This course reflects a completely different approach to creativity, and is grounded in the assumption that creative thinking is not different from other cognitive processes used in the best professional reasoning. Creative thought processes simply differ in the distinct orientation they establish to define problems: Creative problem solving directs the solver to search in areas that are potentially richer in creative solutions. Creativity, then, is a skill, which can be acquired and improved by practice; It can be part of the manager's toolbox, and it can be applied on demand.



Course Goals

This course is designed to teach students several systematic creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. These methodologies should be appropriately implemented when managers decide to search for a creative solution.

The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate elusive ideas that potentially generate enormous benefits to organizations with a very small investment.

This course will focus on new product ideation and creative marketing actions. We will also touch upon communications and dilemma resolution.



Grading

The course is considered a hybrid course, consisting of class lectures, class exercises, online video lectures and drills, a final group project, and a final paper.

There will be 4 lectures in (zoom) class according to the schedule to be published during the course.

All other course meetings will be held online, meaning that you will watch the lecture videos on your own time.

It is required to follow the weekly agenda and keep up with the course content throughout the entire semester.

 Reading List

Boyd Drew. Goldenberg Jacob. (2013), "Inside the Box: A Proven System of Creativity for Breakthrough Results". Simon & Schuster.

Additional reading (optional)

Goldenberg J. Mazursky D. (2002), "Creativity in Product Innovation". Cambridge Press.

Abbie Griffin and John R. Hauser (1993) The voice of the Customer. *Marketing Science* Vol 12 1-26.

Altschular G .S. (1986), *To find an idea: Introduction to the theory of solving problems of Inventions*, Novosibirsk, USSR, Nauka.

Booz, Allen and Hamilton (1982) *(New Product Management for the 1980's* New York: Booz, Allen and Hamilton INC.

Calantone J. Roger and Benedetto C. Anthony (1988) "An Integrative Model of the New Product Development Process: An Empirical Validation, *Journal of Product Innovation Management* Vol. 5(3) P. 201-215.

Diehl M., Stroebe W. (1987) Productivity Loss in Brainstorming Groups: Toward the Solution of the Riddle. *Journal of Personality and Social Psychology*, 53 p' 497-509

Elron Efrat and Jacob Goldenebrg (1999), Brainstorming – Thunder and Lightening or a Storm in a Teacup ,? *Executive*, Vol. 32 April, p 10-15 (Hebrew).

Goldenberg J. Mazursky D. Solomon S. (1999), Creative Sparks *Science*, volume 285, (5433) September p. 1495-6.

Goldenberg J. Mazursky D. Solomon S., (1999) Templates of original innovation: Projecting original incremental innovations from intrinsic information *Technological Forecasting and Social Change*, May, Vol. 61/1 P. 1-12.

Goldenberg Jacob and David Mazursky (1999), The Voice of the Product: Templates of New Product Emergence,, *Innovation and creativity Management*, September Vol. 8, 3, 157-164.

Goldenberg Jacob, David Mazursky, and Sorin Solomon (1999), "Toward Identifying the Inventive Templates of New Products: A Channeled Ideation Approach," *Journal of Marketing Research*, 36 (May), p. 200-210.

Goldenberg Jacob, Donald R. Lehmann and David Mazursky (1999), The Primacy of the Idea Itself as a Predictor of New Product Success a *MSI working paper*, Report No. 99-110.

Goldenberg Jacob, Donald R. Lehmann and David Mazursky (2001), "The Idea Itself and The Circumstances of Its Emergence as Predictors of New Product Success", *Management science*, Vol. 47, No. 1, January, p. 69-84.

Goldenberg Jacob, Roni Horowitz, Amnon Levav and David Mazursky, (2003), Finding the sweet spot of innovation, Harvard Business Review, March p 120-29.

Goldenberg Jacob. Mazursky David . Solomon Sorin. (1999), Creativity Templates: Towards Identifying the Fundamental Schemes of Quality Advertisements *Marketing Science*, Vol. 18, No. 3 p. 333-351.

Golder N. Peter and Tellis J. Gerard (1997) Will It Ever Fly? Modeling The Takeoff of Really New Consumer Durables ,*Marketing Science* Vol 16 (3) P. 256-70

Hofstadter Douglas R. (1995), Fluid Concepts and Creative Analogies. BasicBooks (Harper Collins Publishers)

Maymon Oded and Horowitz Roni.. (1999): Sufficient Condition for Inventive Ideas in Engineering *IEEE Transactions, Man and Cybernetics*, Vol 29. 3 (August), 349-61.

Paulus B. Paul, Dzindolet T. Mary, Poletes George and Mabel L. Camacho (1993), Perception of Performance in Group Brainstorming: The illusion of Group Productivity. *PSPB*, Vol 19 No 1 February, P. 78-89

Perkins D.N (1981)*The Mind's Best work*, Harvard University Press

Urban, Glen L. and Hauser John R. (1993), Design and Marketing of New Products. New Jersey: Prentice Hall.

Weisberg Robert W. (1992), Creativity Beyond The Myth Of Genius. W.H.Freeman Company N.Y,