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.

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**Reading List**


**Additional reading (optional)**


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


