Course program and reading list

Semester 2 Year 2022

**School:** General Studies Unit

**Systematic Creativity**

**Lecturer:**

Prof. Jacob Goldenberg  jgoldenberg@runi.ac.il

**Teaching Assistant:**

Dr. Moses Miller  moses.miller@runi.ac.il

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**Course No.:** 6254  
**Course Type:** Elective  
**Weekly Hours:** 2  
**Credit:** 2

**Course Requirements:** Final Paper

**Group Code:** 222625401  
**Language:** English

**Prerequisites**

*Students who took one of the courses listed below will not be allowed to register to the course Systematic Creativity (6254):*

- 2237 - Systematic Creativity
- 2371 - Systematic Creativity
- 2652 - Creativity and Innovation in Marketing

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**Course Description**

**Course Overview:**

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, but the ability to generate such ideas is also 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.

**Teaching model:**

This course is a distance-learning course, which is 100% online. There is no pre-set slot for this course in your courses schedule. You can learn in the place and time that suits you, which is great – but also a challenge – as no one is driving you to learn but you. It is your responsibility to manage your time in a way that allows you to learn all the units and make all the deadlines. The course allows (and requires) you to develop one of the most essential skills needed in the 21st century – “self-learning”. Make the most of it!

To further assist and complement the full online format, you have full offline support as well (see Lecturer Office Hours below).

If you have any questions regarding the course materials, feel free to reach out to the course staff at moses.miller@idc.ac.il.

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**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.

**Course Topics:**

- **"First we throw dust in the air and then claim we can't see..."**
  Defining creative solutions. The attributes of creative ideas. Conventional approaches to the study of creativity. The trap of modern marketing and the illusion of appealing to the customer.

- The **Attribute dependency template and the Function Follows Form (FFF) principle.** Creating a connection between inherently independent variables.

- The **Forecasting Matrix**
  Managing the search of attribute dependency through a forecasting matrix.

- The **Close(d) World Principle and the Replacement template**
  The Close(d) World Principle defines a hidden space with a high density of creative ideas. Using existing resources to generate new value.

- The **Subtraction (with Replacement) Template**
  The less the merrier: Improving product functionality by reduction and elimination. Divide or multiply or perhaps both? Simpler templates that offer complementary spaces of ideas.

- The **Division and the Multiplication templates**
  Two more templates: How to manipulate components inside the box.

- The **Contradiction principle and the Necessary Conditions line of thought.**
  Thinking through necessary conditions vs. sufficient conditions. Defining a contradiction. Using a contradiction to chart specified ideas hidden by specified fixations. The contradiction was the first discovery in systematic creativity research (around 1940), and it is still the most fascinating.

- **Beyond innovation.**
  Implementing templates in advertising, negotiations, strategy, and other fields.

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**Grading**

There are different types of assignments in the course: weekly multiple choice quizzes done individually and a final project which can be done individually or in pairs. The final project may be submitted in English or Hebrew.

At the end of the course, you will be required to hand in (electronically) a final project. In this project, you will demonstrate what you have learned and use the tools in a systematic way to create new concepts. **The final project is worth 40 points of your final grade and is submitted individually or in pairs.** The final project is due by the end of the semester. You will receive it a couple of weeks before the due date so you can work on it during the semester.

The following table summarizes the course structure, schedule, and tasks:
<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Week Start Date</th>
<th>Assignment Name and Type</th>
<th>Points</th>
<th>Assignments Due Date</th>
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<tbody>
<tr>
<td>1</td>
<td>Course Introduction</td>
<td>27.2.2022</td>
<td>Quiz Unit 1+2 (individual)</td>
<td>5</td>
<td>13.3.2022</td>
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<tr>
<td>2</td>
<td>The Closed World Principle</td>
<td>6.3.2022</td>
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<td>3</td>
<td>Fixedness</td>
<td>13.3.2022</td>
<td>Quiz Unit 3+4 (individual)</td>
<td>5</td>
<td>27.3.2022</td>
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<td>4</td>
<td>Constraints</td>
<td>20.3.2022</td>
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<tr>
<td>5</td>
<td>Function Follows Form</td>
<td>27.3.2022</td>
<td>FFF Principle Quiz (individual)</td>
<td>10</td>
<td>24.4.2022</td>
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<tr>
<td>6</td>
<td>Creativity Templates</td>
<td>3.4.2022</td>
<td>Components and Attributes Quiz (individual)</td>
<td>6</td>
<td>1.5.2022</td>
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<td>Multiplication Template</td>
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<td>Multiplication Template Quiz (individual)</td>
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<td>8.5.2022</td>
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<td>Subtraction Template</td>
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<td>15.5.2022</td>
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<td>Task Unification Template</td>
<td>8.5.2022</td>
<td>Task Unification Template Quiz (individual)</td>
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<td>22.5.2022</td>
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<td>10</td>
<td>Division Template</td>
<td>15.5.2022</td>
<td>Division Template Quiz (individual)</td>
<td>6</td>
<td>29.5.2022</td>
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<td>11</td>
<td>Attribute Dependency Template - Part 1</td>
<td>22.5.2022</td>
<td>Attribute Dependency Template Quiz</td>
<td>10</td>
<td>5.6.2022</td>
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THERE WILL BE NO EXTENSIONS IN THIS COURSE, except for extenuating circumstances as detailed in the IDC student regulations (hospitalization, reserve duty, etc.). Make sure to make every effort in order to follow the deadlines. Oh, and back up your work – a lost file is not a valid excuse nowadays.

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**Lecturer Office Hours**

Dr. Moses (Moshik) Miller

By appointment

moses.miller@idc.ac.il

On the phone or WhatsApp at 0522810734

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**Reading List**

**Course Book:**

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

You have a link in the course website on Moodle to the electoric version of the course book.

**Additional reading (optional)**


