ENTP4360 - Innovation and Creativity

ENTP 4360 Innovation and Creativity (3 semester credit hours) This course will explore individual creativity and organizational innovation. Topics will include the nature of creativity, the development of an innovative mind-set in individuals, the antecedents and processes of individual and group creativity, the barriers to and management of corporate innovation, and the development of the managerial skills essential to the stimulation and management of group creativity and innovation. The course will be organized around a series of individual and team-based innovation challenges. Prerequisites: at least junior standing. (3-0) Y