



School of Economics and Management

BUSO48, Business Administration: Organizing Creativity, 7.5 credits

Företagsekonomi: Organisering av kreativitet, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2024-02-13. The syllabus comes into effect 2024-02-13 and is valid from the autumn semester 2024.

General information

Language of instruction: English

Main field of study *Specialisation*

Business Administration A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

The course offers students the possibility to gain theoretical insights and develop practical skills to assess and facilitate context, processes and practices when organizing creativity in organizations.

A passing grade on the course will be awarded to students who:

Knowledge and understanding

- Demonstrate good knowledge and understanding of different perspectives on and concepts of creativity as well as the broader context in which creativity is embedded by reviewing the pertinent literature at home and in class

Competence and skills

- Develop critical and reflective capabilities in order to compare different conceptions of creativity and assess critically organizational, social and environmental contexts for creative processes and practices

- Evaluate the challenges, possibilities and practical usefulness of facilitating creativity based on the analysis of and reflection on empirical material and real-life cases

Judgement and approach

- Develop and present an analysis of practical problems which discusses and reflects on the challenges and potential pitfalls of applying theoretical knowledge to creativity practices
- Being able to make informed decisions about how to generate, evaluate and facilitate ideas in an organizational context

Course content

The course aims to provide a comprehensive insight into theories and practices of how ideas are generated, evaluated and facilitated in an organizational context.

To pursue this aim, the course is divided into five distinct themes.

- The first theme discusses the nature of creativity by learning about different conceptions of creativity based on interactionist theories, design thinking, organizational culture and process theories.
- The second theme covers the generation of ideas by exploring different organizational contexts, the role of time and objects as well as the interaction with others.
- The third theme discusses the evaluation of ideas by examining different values and orders of worth that can be used to evaluate ideas. It further explores tension as a central aspect for creative processes and a typology of evaluation practices.
- The fourth theme looks at how to organize creativity by discussing management, leadership, teams and networks as modes of coordination and their specific function when trying to influence creative processes. The theme also covers paradox as an inherent aspect of organizing in general and organizing creativity in particular and how to deal productively with paradoxes.
- The fifth theme shifts the perspective to the socio-economic context of creativity and critically reflects values and purposes of organizing creativity in a capitalist system and present alternative ways of understanding and facilitating creativity.

Course design

The course is based on a blended learning design with the purpose of analysing empirical examples. The teaching and learning activities involve weekly blended learning sessions, a case seminar and an idea pitching seminar.

For the blended learning session students are instructed to read the assigned literature for each of the five themes: conceptions of creativity, idea generation, idea evaluation, organizing creativity and reflecting creativity.

In addition, the students are asked to prepare different assignments for each session based on the literature. During the classroom session the teacher gives a short lecture on the content of the theme, covering the most important aspect. The second part of the classroom session is spent on discussing the exercises that were prepared at home.

The exercises are all based on practical experiences that the students need to interpret and discuss.

The aim with the exercises is to gradually prepare the students to assess and make decisions in complex organizational situations that involve creativity. The case seminar involves a case analysis that need to be presented and discussed in class by student groups.

The idea pitch seminar includes the individual generation of an idea that is related to the UN Sustainable Development Goals, the evaluation of the different ideas in assigned student groups and the preparation and hand in of a pitch of the idea that was chosen by the group.

Assessment

The examination consists of

- case analysis, carried out in groups
- final individual examination

In addition, compulsory attendance and active participation in all parts of the course are required for a passing grade.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

Grading scale includes the grades: Fail, E, D, C, B, A(its mandatory to write something in the other language)

Grade (Definition) Points or % out of maximum points. Characteristic.

A (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Admission to the course requires a Bachelor's degree (180 HP), of which 60 HP in Business Administration. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration). English 6.

Further information

Transitional provisions and restrictions in relation to another course in relation to a certain degree: The course BUSO48 Organising Creativity overlaps with the course BUSN48. One of these courses can be included in the same degree.

If the course is cancelled: Within three semesters after the course has been cancelled, three extra opportunities for examination of each examination element in the course will be offered to students who have not passed. Please note that after this, only certificates of completed examination components can be issued.