



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:	
Course Code:	HUM 196
Course Title:	Creative Thinking
Year/level	1st level
Academic Programs	Bachelor of Business administration (English)
Contact hours/ week	Lecture: 2 hrs

2- Course aims:
This course aims to teach students the creative process from the normal cognitive processing, Comprehend and apply creative thinking techniques, evaluate generated ideas using objective evaluation criteria, to put valid ideas into effect by developing an action plan, handling business problems and innovate organizations by applying the problem-solving techniques.

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

On successful completion of this course, the student should be able to:

- a1- List the key concepts and practices of innovation and creative thinking.
- a2- Define the main components or its basic steps of scientific methods of thinking
- a3- Discover the main barriers for objective thinking.
- a4- Comprehend the different tools of problem solving

b- Intellectual skills:

On completing this course, the student should be able to:

- b1- Construct creative and critical thinking methods in the problem-solving process
- b2- Recognize how to reason and assess the patterns of argument
- b3- Use intellectual standards and virtues for developing critical and creative skills

b4- Articulate the challenges and rewards of an innovation based on an understanding of its complexities

c- Professional and practical skills:

At the end of this course, the student will be able to:

c1- Develop innovative approaches beyond the traditional practices using creative techniques and frameworks.

c2- Apply professional skills and techniques of creative thinking in problem solving tasks.

c3- Learn to value and develop creative projects in business.

d- General and transferable skills:

On successful completion of this course, the student should be able to:

d1- Encourage teamwork in problem identification and generating creative solutions to it.

d2- Reflect the creative thinking methods and techniques on their Daily life

d3- Enhance student role playing skills

d4- Produce various forms of creative thinking and innovation by employing AI tools.

4- Course contents

Topics/units	Number of hours		ILO's
	Lecture hours	Practical hours	
Introduction to Creative thinking <ul style="list-style-type: none">- Intelligence and Thinking- Creativity	2	-	a1,a2
Creative thinking techniques. <ul style="list-style-type: none">- Introduction To Creative Thinking- Critical Thinking- Brainstorming	4	-	a1,c1,d1
Creative thinking and decision making <ul style="list-style-type: none">- Solving problems- Decision Making + Quiz 1	2	-	a4,c2,d2
Six thinking hats	2	-	C1,d3
Mid-term Exam	2	-	a1,a2
Innovation <ul style="list-style-type: none">- Innovation	4	-	a3,c2,d1

- Applying The Innovation			
Basic Steps in the Scientific Method - Science and Technology - The Scientific Method	4	-	A3,b4, c3,d3
Students' Presentation	2	-	b2,d4
Final Revision	2	-	a1,a3,a4

5- Teaching and learning methods

Methods	ILO's														
	a1	a2	a3	a4	b1	b2	b3	b4	c1	c2	c3	d1	d2	d3	d4
Lectures	✓	✓		✓				✓							✓
Role Playing					✓	✓			✓		✓			✓	✓
Practical sections			✓		✓					✓		✓			
Presentations								✓				✓	✓		
Brainstorming			✓				✓	✓						✓	
Case study				✓		✓				✓			✓		✓
Discussion groups	✓					✓			✓		✓		✓		

6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage the teamwork for those students with other advanced ones to increase their participation and understanding

7- Student assessment

Assessment method	Time	Grade weight (%)	ILOs
Written exam	2 Hrs	60 %	a1,a2
Quizzes	1 hrs	10%	a4,c2,d2
Presentation Students	3 hrs	15%	b2,d4, c2,d1
Mid-term exam	1 hr	15%	a1,a2
Total		100%	

8-List of references

8.1. Student notebooks:

.....

8.2. Essential textbooks:

Higgins, J. M. (1994). 101 creative problem-solving techniques: The handbook of new ideas for business.

8.3. Recommended textbooks:

DiYanni, R. (2014). *The Pearson guide to critical and creative thinking*. Pearson Higher Ed.

8.4. Journals, Periodical and Reportsetc.

.....

8.5. Websites

[Top 30 Influential Entrepreneurs Of All Time | Successful Entrepreneurs \(income.com\)](https://www.income.com/top-30-influential-entrepreneurs-of-all-time)
<https://www.indeed.com/career-advice/career-development/brainstorm-exercise>
<https://www.youtube.com/watch?v=7t9oJPDycHo&t=17s>

Course Coordinator: Dr. Rania Saleh

Head of department: Ass. Prof. Dr Mohamed Elbaz

Date of Approval: 9/7/2024