



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

Course Code:	111
Course Title:	Creative Thinking
Year/level	1 st level
Academic Programs	Bachelor of Business administration (English)
Contact hours/ week	Lecture: 3hrs

2- Course aims:

This course aims that students know the creative process from the normal cognitive processing that help them to articulate the internal and external surrounding challenges, to master their emotional intelligence, stress management, values and motivation. Also, the course provide the students with creative thinking techniques, generating ideas for objective evaluation criteria, developing an action plan, handling business challenges and applying innovation to 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- Understand the key concepts and theories of creativity
- a2- List the basic aspects of the scientific method whether through its main components or its basic steps.
- 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 through the use of 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	3	1.5	a1,a2
Creativity and Innovation	3	1.5	a1,c1,d1
Creative thinking tools	3	1.5	a2,a3, b1,d4
Problem Solving techniques + Quiz 1	3	1.5	a4,b2,a2
Six thinking hats (role playing)	3	1.5	c1,d3
Creative thinking and Decision making and Brainstorming (using case studies)	6	3	a3,c2,d1
Mid-term Exam	3	1.5	a1,a2
Emotional Intelligence and Stress management Creative in business	3	1.5	a3,b4, c3,d3
Business Values and Motivation	3	1.5	a3,
Right environment for organizational Creativity	3	1.5	b3, b4,c3,d2
Students' Presentation	3	1.5	b2,d4
Final Revision	3	1.5	a1,a3,a4

5- Teaching and learning methods

Methods	ILO's
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	a1	a2	a3	a4	b1	b2	b3	b4	c1	c2	c3	d1	d2	d3	d4	d5
Lectures	✓	✓		✓				✓							✓	
Practical sections/Tutorials			✓		✓					✓		✓				
Self-learning								✓				✓	✓			
Assays and reviews			✓				✓	✓						✓		
Discussion groups				✓		✓				✓			✓		✓	
Problem-solving	✓				✓	✓			✓		✓		✓	✓		
E-learning																
Blended learning																

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 (%)	Week	ILOs
Course Work (Tutorial Exercise and Assignments)		10	Every week	a1, a2,b1, b2, b3, c1,d1, d2
Quiz 1	1	10	Week#4	a1, a2,3a, b2, b3
Mid-term exam	1	20	Week#7	a1, a2,b1, b2, b3,
Quiz 2	1	10	Week#11	a1, a2,b1, b2, b3

Final Written exam	2	50	----	a1,a2, b1, b2, b3,
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8-List of references

8.1. Student notebooks:

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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.

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8.5. Websites

[Top 30 Influential Entrepreneurs Of All Time | Successful Entrepreneurs \(incomediary.com\)](https://www.incomediary.com)

<https://www.indeed.com/career-advice/career-development/brainstorm-exercise>

<https://www.youtube.com/watch?v=7t9oJPDycHo&t=17s>

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