

BBA Program
Faculty of Management Sciences
Prince of Songkla University
472-114 CREATIVE THINKING

Lecturer: Aj. Kanchanat Chongphakdi **Office:** BBA Office and Aj. Thamonwan Dankitikul **Office:** G.211

1. Course Description

Thinking out of the box and generate ideas; developing creativity thinking through brainstorming; mind mapping; reframing and role playing

2. Course Objective

1. students are able to brainstorm and develop ideas.
2. students are able to identify different sources of innovation
3. students are able to identify obstacles and generate creative solution to the problem in team.

3. Course Requirements

Students are required these followings;

- to read all assigned material to be discussed during the lectures
- to attend not less than 80% of all the offered classes
- to participate in class discussions and presentations
- to complete all assignments, quizzes (no make-up quizzes), projects and activity.

4. Class Plan: 30 hours

Course Outline

Date – Time	Items/content	Teaching & Learning activities/teaching materials	Lecturer
Section 1 Thursday			
1 20 Aug 13.00-15.50	Introduction to the course The root source of creativity	Lecture Discussion Objective : students understand concept of creativity and innovation. The importance of creativity and innovation.	Aj. Kanchanat
2 27 Aug 2020 13.00-15.50	Questioning to stimulate creativity	Lecture Activity Objective : students understand how goal and asking question stimulate creativity, and practice.	Aj. Thamonwan
3 3 Sep 2020 13.00-15.50	Brainstorming :Unlocking the power of your team	Lecture Activity : Six hats - discuss about given situation and how to solve? (Quiz 5%) Objective : Students can brainstorm and offer solution to the problem in systematical way.	Aj. Thamonwan
4 10 Sep 2020 13.00-15.50	Condition and Problem solving	Distribution Center Games Quiz Spelling BEE setting (Quiz 5 %) Objective : Students can work in team to solve problem under limitation.	Aj. Kanchanat
5-6 17, 24 Sep 2020 13.00-15.50	Scamper	Lecture Discussion Activity Quiz -5% Objective : Students understand scamper technique.	Aj. Thamonwan

		Students can identify products, service and process relating to scamper technique.	
7-8 15 and 22 Oct 2020 13.00-15.50	Sources of Innovation	Lecture Presentation (as quiz 5%) Objective : Students understand each source of Innovation. Students can identify products, service and process arisen from each source of innovation.	Aj. Kanchanat
9	Follow up Project And consultation	Follow up Project And consultation	Aj. Thamonwan Aj. Kanchanat
10 12 Nov 2020 13.00-15.50 In Class	Final Presentation	Presentation (15 mins per group) Objective : Students use media tools to create presentation. Students can communicate idea effectively.	Aj. Thamonwan Aj. Kanchanat
26 Nov 13.00-15.50	Final Exam		

5. Evaluation Plan

Evaluation Methods	Percentage of Evaluation	Assessed by
final project	30	Aj. Thamonwan and -15% Aj. Kanchanat -15%
Quiz	20	Aj. Thamonwan -10% Aj. Kanchanat – 10%
Attendance	10	Aj. Thamonwan -5% Aj. Kanchanat – 5%
Participation and in-class activity	20	Aj. Thamonwan -10% Aj. Kanchanat – 10%
Final Exam	20	Aj. Thamonwan -10% Aj. Kanchanat – 10%

- **Quizzes** will be arranged randomly ; no makeup quiz in any case (unless **medical certificate is presented**)
- **Final project** : Group of 4 students observe their daily life, identify obstacles or thing they think it could be better then present idea to overcome obstacles. Idea could be about creating new products, process, functions and etc. Presentation will be held on the final week of the course.

6. Grade

Grade	A	B+	B	C+	C	D+	D	E
Score	80+	75-79	70-74	65-69	60-64	55-59	50-54	<50

7. Teaching materials

Tracy,B.(2015).Creativity and problem solving. USA:AMACOM

Gray,D., Brown,S.,& Macanufo, J.(2010).Gamestorming. USA:O'Reilly Media.

The startup game

75 tools for creative thinking
