#### card of course

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| Subject name | Creativity Basics – Lecture |

1. The placement of the subject in the study system

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| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

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| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Mgr Elżbieta Kłos |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | University-wide |
| 2.2. Number of ECTS | 1 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | II |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
	1. Subject Objectives

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| No. | Subject Objectives |
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| C1 | To familiarize students with basic concepts in the field of creativity. |
| C2 | Developing fluidity, flexibility and originality of thinking. |
| C3 | Preparing students for creative problem solving. |
| C4 | To show and make students aware that, in addition to the classic, objectivist way of perceiving reality, there is another – subjective, which enables human beings to be consciously and intentionally creative. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

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| No. | Description of subject learning outcomes | Reference to directional effectslearning (symbols) | Method of implementation (mark "X") |
| ST | NST |
| Classes at the University | Activities on the platform | Classes at the University | Activities on the platform |
| After passing the course, the student knows and understands **the knowledge** |
| W1 | Concepts in the field of creativity, differences between creative and standard behaviors, concepts of human creative development, the importance of human subjectivity and creativity for the functioning of the structures of companies and institutions. | MID\_W06MID\_W16 |  | X |  | x |
| W2 | What is fluidity, flexibility, originality of thinking; knows selected methods of creative problem solving and their impact on the effectiveness of business activities. |  | X |  | X |
| After completing the course, the student is ready to take part in **social competences.** |
| K1 | Creative problem solving. | MID\_K02MID\_K03 |  | X |  | X |
| K2 | Conscious creation of creative situations leading to subjective development. |  | X |  | X |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

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| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of a lecture | Other | **ECTS points** |
| **ST** |  |  |  |  |  |  |  | 10 |  | 1 |
| **NST** |  |  |  |  |  |  |  | 5 |  | 1 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: LECTURE

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| --- | --- | --- | --- |
| No. | Content of the course | Reference to the effects in questionlearning | Method of implementation (mark "X") |
| ST | NST |
| **Classes at the University** | **Activities on the platform** | **Classes at the University** | **Activities on the platform** |
| 1. | Understanding the concept of creativity – different concepts of creativity. | W1 |  | X |  | X |
| 2. | A new level of thinking - the term "awareness of subjectivity". | W2 |  | X |  | X |
| 3. | Selected methods of creative problem solving. | W2, K1 |  | X |  | X |
| 4. | Creative personality. The importance of human subjectivity and creativity for the functioning of companies | W1 |  | X |  | X |
| 5. | Conscious creation of creative situations leading to subjective development. | K2 |  | X |  | X |
| 6. | Summary of classes. Written exam |  |  | X |  | X |

3.5. Methods of verifying learning outcomes (indicating and describing methods of conducting classes and verifying the achievement of learning outcomes, e.g. debate, case study, preparation and defense of a project, complex multimedia presentation, solving problem-solving tasks, situation simulations, study visit, simulation games + description of a given method):

Written exam in the form of a test, containing a set of 16 questions (14 closed questions and 2 open questions). Topics: concepts and theories regarding creativity, differences between creative and standard behaviors, concepts of human creative development, fluidity, flexibility and originality of thinking, methods of creative problem solving, the importance of subjectivity and creativity in the functioning of organizational structures.

Assessment criteria for the examination test:

Each closed question – 1 point (14 x 1 point = 14 points)

Each open question – 3 points (2 x 3 points = 6 points)

Total number of points to be won – 20 points

Percentage range and score for each rating:

Grade 3 (sufficient): 51 – 60% 11 – 12 points

Rating 3.5 (sufficient plus): 61 – 70% 13 – 14 points

Rating 4 (good): 71 – 80% 15 – 16 points

Rating 4.5 (good plus) 81 – 90% 17 – 18 points

Rating 5 (very good): 91 – 100% 19 – 20 points

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| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE |
| W1-W2 | Lecture with the use of multimedia presentation combined with discussion | Written exam (described above) | Graded exam |
| SOCIAL COMPETENCES |
| K1-K2 | Lecture with the use of multimedia presentation combined with discussion | Written exam (described above) | Graded exam |

3.6. Assessment criteria for the achieved learning outcomes

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| --- | --- | --- | --- | --- | --- |
| Learning effect | For a grade of 3 or "pass."the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Recommended reading

**Basic**

* Stasiak M. K., Kształcenie podmiotu, Wydaw. Wyższej Szkoły Humanistyczno-Ekonomicznej, Łódź 2002 / Tenże, Działania Twórcze – skrypt.
* Stasiak M. K., Twórczy i harmonijny rozwój człowieka Wydaw. Wyższej Szkoły Humanistyczno-Ekonomicznej, Łódź 2008
* Szmidt, K. J., Pedagogika twórczości, Gdańskie Wydawnictwo Psychologiczne, Sopot 2013

**Supplementary**

* De Bono, Edward, Umysł kreatywny: 62 ćwiczenia rozwijające intelekt, Studio Emka, Warszawa 2009
* Psychologia twórczości / Edward Nęcka. - Wyd. 2. Sopot : Gdańskie Wydawnictwo Psychologiczne, 2016
* Nęcka E. Trening twórczości, Gdańskie Wydaw. Psychologiczne, Gdańsk 2008
* Kreatywność: uwolnij swą wewnętrzną moc / Osho ; przełożyły: Bogusława Jurkevich i Magdalena Stefańczuk. - Wyd. 2 zm. Warszawa : Wydawnictwo Czarna Owca, 2016
* Twórcza odwaga: otwórz się na Design Thinking / Tom Kelley, David Kelley; przekład Anita Doroba. Warszawa : MT Biznes, 2019

4. Student workload - ECTS points balance

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| --- | --- |
| **Types of student activity** | **Student Load** |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **10** | **5** |
| Classes included in the study plan | 10 | 5 |
| **Student's own work** | **15** | **20** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 7 | 10 |
| Preparation for passing classes | 8 | 10 |
| **TOTAL STUDENT HOURLY LOAD** | **25** | **25** |
| **Number of ECTS points** | **1** | **1** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |