

**WILMINGTON UNIVERSITY**  
**COLLEGE OF BUSINESS**  
**BASIC COURSE INFORMATION**

**COURSE TITLE:** Creativity & Innovation in Organizations

**COURSE NUMBER:** HRM 367

**PRE-REQUISITE(S):** None

**COURSE DESCRIPTION:**

This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. Students will learn about theoretical conceptualizations of creativity and innovation as well as practical applications

**Learning Objectives:** The student will:

- A-1 Explain the innovation process, including the innovation value chain, the role of champions, and commercializing an innovation.
- A-2 Analyze organizational practices that facilitate creativity and innovation.

**GOAL B:**

The student will be able to examine the process involved in managing creativity or innovation.

**Learning Objectives:** The student will:

- B-1 Explain how various organizations foster creativity and innovation.
- B-2 Summarize the role of leaders in harness creativity.
- B-3 Examine the creative problem solving process and provide access to tools that students can use in their future careers for solving innovation dilemmas and challenges.

**GOAL C:**

The student will demonstrate effective written and oral communication skills when