1. Course Code

2272

2. Course Title

S61e: Practice of Creativity Development

3. Teacher

SUMITANI, Toshiki

4. Term

Fall 3

5. Course Requirements (Courses / Knowledge for this course) and Important Information

Tankyu Practice

6. Course Overview and Objectives

It is critical to come up with creative solutions to social/business issues. In this course students will learn and practice various methods to enhance creative thinking with real cases and group works.
Topics will include:
-The Innovator's DNA: 5 skills to be innovative
-Various creative methodologies
-Service Design Thinking

7. Course Outline

  1 Have an oveview of skills to be creative, in relation to Tankyu Practice.
  2 Practice Questioning Skills
  3 Practice Observing Skills
  4 Practice Experimenting skills and learn about Networking
  5 Servicedesign Workshop1: Practice Observing
  6 Servicedesign Workshop2: Develop Insight
  7 Servicedesign Workshop3: Design Sevice Concept
  8 Servicedesign Workshop4: Design Service with Experience Map
  9 Practice Assocating skills
10 Analyse Inovation cases with Tankyu Chart
11 Set group theme and analyse the issues
12 Develop creative solutions
13 Prepare creative presentations
14 Conduct group presentation
15 Reflect on practice
16

8. Textbooks (Required Books for this course)

9. Reference Books (optional books for further study)

"The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators"
Jeff Dyer , Hal Gregersen , Clayton M. Christensen
Harvard Business School Pr
"This is Service Design Thinking: Basics, Tools, Cases"
    Mark Sickdorn,Jakob Schneider
    Wiley;

10. Course Goals (Attainment Targets)

(1) Understand and practice various creative methodologies, and become able to apply them in real situations.

(2) Understand the characteristics of innovators and become able to practice some of them to be more creative.

(3)

(4)

(5)

(6)

(7)

(8)

11. Correspondence relationship between Educational goals and Course goals

Educational goals of the school			Course Goals
High level ICT skills	Basic academic skills		
	Specialized knowledge and literacy		
Human skill (Tankyu skill)	Ability to continually improve own strengths		(2)
	Ability to discover and resolve the problem in society	Problem setting	(1)
		Hypothesis planning	(1)
		Hypothesis testing	(1)
		Practice	(1)
	Fundamental Competencies for Working Persons	Ability to step forward	(2)
		Ability to think through	(2)
		Ability to work in a team	(2)
Professional ethics			

12. Evaluation

Goals	Evaluation method & point allocation					
	Examination	Quiz	Reports	Presentation	Deliverables	Other
(1)			○	○	○	
(2)			○		○	
(3)						
(4)						
(5)						
(6)						
Allocation						
(8)						
Allocation			30	30	40	

13. Evaluation Criteria

Examination	
Quiz	
Reports	Write "Reflection Report", in which you describe what you practiced in classes and what you learned through the practices in your own words.
Presentation	Participate in the group presentation, where you communicate your creative solutions with creative manners, utilizing methodoloties learned in the class.
Deliverables	Individual and group assignmnents between classes will be evaluated based on how you understand the purpose of the assignment and describe your practice clearly.
Other	

14. Active Learning

Hourly percentage of active learning within the whole class time	
	75%
1 Active learning such as problem solving assignment using the knowledge and skills acquired in class.	All the time
2 Active learning such as group works and discussions.	All the time
3 Outcome presentations and feedbacks.	All the time
4 Students actively make decisions on how the class should be conducted.	Sometimes

15. Notes

Some assignments should be carried out outside classes.
Materials used in class and assignments will be distributed through Moodle.
Assignment outputs should be delivered through Moodle and/or Google drive.
Bring your network-connected PC's to the classroom.

Service design workshop will be conducted by Hiroshi Tamura,
co-founder of "Republic inc."

16. Course plan

(Notice) This plan is tentative and might be changed at the time of delivery

Lesson 1:Introduction to Creativity development   (lecture, 90min.)

In this lecture, students will understand the critical elements of developing creativity to come up with innovative solutions to social/business issues.
-Creative thinking mini-case
-Degrees of freedom
-Introduction to Innovator's 5 core skills

Lesson 2: Innovator's skills #1 Questioning/Observing   (lecture and group work, 90min.)

Students will understand and practice 2 of 5 innovators' core skills, questioning and observing
-What is questioning?
-Case Practice: Question storming & cultivating question thinking
-Observing customers with 10 questions
-Assignment: observing customers

Lesson 3: Innovator's skills #2 Observing   (lecture and group work, 90min.)

Students will understand and practice one of 5 innovators' discovery skills, observing.
-Sharing findings of observing customers
-Discussing implications of observing.

Lesson 4: Innovator's skills #3 Networking:/Experimenting	(lecture and group work, 90min.)

Students will understand and practice 2 of 5 innovators' discovery skills, networking and experimenting.
- What is networking?
-Practice: expanding diversity of your network
-What is experimenting?
-Practice: developing experimenting skills
-Assignment: research of innovative cases

Lesson 5-8:Service Design: Creating a novel service ecosystem	(Special Workshop, 90min x 4.)

In this one day workshop, students will practice "service design", a set of process/tools to come up with innovative service to issues. The focus of this workshop will be "Shering."
 -Introduction to service design
 -Extraction of attributes and clustering
 -Identifying design opportunities
 -Extracting "touchpoints"
 -User Scenario: Producing experience maps -Presentaion

Lesson 9: Innovator's skills #4 Association	(lecture and group work, 90min.)

Students will understand and practice one of 5 innovators' discovery skills, associating.
-What is associating?
-Case Practice: SCAMPER
-Case Practice: Forced association

Lesson 10: Innovation Case	(lecture and group work, 90min.)

An innovation case of the Japanese mobile phone industry: NTT DoCoMo i-mode case will be presented. Students will research about innovative cases and discuss the role of leaders in making innovation happen.
- NTT DoCoMo i-mode Case
- Innovative cases research by students
- Discussing role of leaders
- Assignment: research for the service design part

Lesson 11: Final Case #1 Defining innovation themes	(lecture and group work, 90min)

Through lessons #11-#15, students will apply what they learned in this course to a practical case.
-Introduction to the Final Case
-Forming groups
-Defining innovation themes

Lesson 12 : Final Case #2 Analysis and Hypothesis building	(lecture and group work, 90min)

-Analysis of the current situation. What is the problem to be solved and what are causes?
-Building hypothesis of possible solutions
-Identifying innovation tools to use

Lesson 13 : Final Case #3 Designing solutions	(lecture and group work, 90min)
-Designing innovative solutions, by applying tools learned	

Lesson 14 : Final Case #4 Developing presentation materials	(group work, 90min)
-Developing proposal of creative solutions	

Lesson 15 : Final Case #5: Presentation/Reflection	(group work, 90min.)
-Presentation by group members -Feedback from professors -Assignments of the reflection report	