1. Course Title (Course Code)

Practice of Creativity Development (2272)

2. Instructor

Toshiki Sumitani

3. Term

Fall 3

4. Outline 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 encourage 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

5. Goals (Attainment Targets)

(1) To understand and practice various creative methodologies, and become able to apply them in real situations.
(2) To understand the characteristics of innovators and become able to practice some of them to be more creative.

6. Correspondence relationship between Educational goals and Course goals

Educational goals			Course goals
High level ICT skill	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	
	Fundamental Competencies for Working Persons	Ability to step forward	(2)
		Ability to think through	(2)
		Ability to work in a team	(2)
Professional ethics			

7. Course Requirements

None

8. Textbooks

The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators
      Jeff Dyer , Hal Gregersen , Clayton M. Christensen
      Harvard Business School Pr

9. Reference Books

This is Service Design Thinking: Basics, Tools, Cases
      Mark Sickdorn,Jakob Schneider
      Wiley;

10. Evaluation

Goals	Evaluation method & point					
	term-end exam	quiz	report	presentation	deliverable	other
(1)			○	○	○	
(2)			○		○	
Allocation			30	30	40	

11. 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.
Bring your network-connected PC's to the classroom.

Service design workshop (Lectures #7-10) will be conducted by   Hiroshi Tamura, co-founder of "Republic inc."

Course Schedule
(Notice) This schedule is a tentative plan, there might be changes, additions, revisions etc. at the time of delivering the course.

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 DNA,

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

Students will understand and practice 2 of 5 innovators' discovery skills, associating and observing

-What is associating?
-Case Practice: Forced association
-Case Practice: SCAMPER
-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 Questioning   (lecture and group work, 90min.)

Students will understand and practice one of 5 innovators' discovery skills, questioning.

-What is questioning?
-Case Practice: Question storming & cultivating question thinking

Lesson 5 Innovator's skills #4 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

Lesson 6 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 discuss the role of leaders in making innovation happen.

- NTT DoCoMo i-mode Case
- Discussing role of leaders.
-Assignment: research for the service design part

Lesson 7-10 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 "Boundary object," a tool to come up with innovative service design.

-Introduction to service design
-What is boundary? What is a boundary object?
-Designing a boundary object
-Stakeholder Analysis
-Scenario Planning
-Sharing of ideas

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)

-Preparing for presentation

Lesson 15 Final Case #5: Presentation (group work, 90min.)

-Presentation by group members
-Feedback from professors

Lesson 16 Reflection (lecture and individual work, 90min.)

Students will reflect on what they have learned in this course.

-Reflection session
-Assignments of the reflection report