



Creativity & innovation



► Objectives

- Introduce participants to the main theories, methods, and applications within the field of creativity and innovation with the help of international experts
- Develop both a strong knowledge base as well as practical competencies in the area of creativity and innovation management in a variety of applied fields
- Integrate theory and practice within a final report that aims at creatively solving a practical problem chosen by the participants
- Develop critical thinking when it comes to understanding, studying and cultivating creativity and innovation
- Foster the creative skills of the participants through a combination of lectures and practical exercises

Coordinators

Pr Todd Lubart (Université Paris Descartes)
Dr Vlad Glaveanu (Webster University Geneva)



Participant profile

Participants are students and professionals who want to understand and promote creativity and innovation in their area of activity: management, HR, leadership, consultancy, counseling, education, marketing, art and design, or creative industries

Calendar

22, 23, 24 May 2019 in Paris
12, 13, 14 June 2019 in Geneva

Duration

42 hours (2 x 3 consecutive days)



Organization

- 3 consecutive days at Paris Descartes University
- 3 consecutive days at Webster University Geneva

Places

Université Paris Descartes
Centre universitaire des Saints-Pères
45, rue des Saints-Pères - Paris 6^e
Webster University Geneva
15 Route de Collex
CH-1293 Bellevue, Geneva



Teaching team

Dr Samira Bourgeois, Université Paris Descartes, France
Dr Xavier Caroff, Université Paris Descartes, France
Dr Vlad Glaveanu, Webster University Geneva, Switzerland
Dr Dominique Jolly, Webster University Geneva, Switzerland
Pr James Kaufman, University of Connecticut, USA
Pr Todd Lubart, Université Paris Descartes, France
Pr Roni Reiter-Palmon, University of Nebraska at Omaha, USA
Pr Franck Zenasni, Université Paris Descartes, France

€ Fees

Paris module : 2 400 €
+ Administration fee : 50 €

*Further details about fees
available on request*

Course code : ACPS002



Competencies

- Develop a strong knowledge base in the area of creativity and innovation
- Acquire practical tools to evaluate and foster creativity and innovation
- Learn from a team of distinguished international experts



Contact

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GENEVA : glaveanu@webster.ch

Program

MODULE 1 : Organized by Université Paris Descartes

Day 1 : Introduction: The 7 C's of creativity and innovation

- Definitions of creativity and innovation
- Creative people, creative processes, creative products
- Collaboration, context, and the consumption of creative goods

Day 2 : Individual differences in creativity and innovation

- Intra-individual differences
- Inter-individual differences
- Inter-group and cultural variations

Day 3 : Creative potential and its measurement

- The distinction between potential and achievement
- Measures of potential in children and adults
- The development of creative potential towards achievement

MODULE 2 : Organized by Webster University Geneva

Day 1 : Creativity and innovation: The sociocultural approach

- The relation between creativity, innovation and culture
- Distributed creativity and innovation
- Innovation and technology creation

Day 2 : Groups, materials, and leadership

- Materiality and creativity
- Group creativity and creative problem solving
- Leadership in creativity and innovation

Day 3 : Imagination and wonder

- The role and processes of imagination
- Cultivating wonder
- Creativity and innovation in and for society



Modes of evaluation

- Continuous evaluation through quizzes and exercises
- End of the course report on creatively solving a practical problem (10 pages)



Registration

Participant from France should register through application C@nditOnLine : <https://app.parisdescartes.fr/cgi-bin/WebObjects/CanditOnline.woa/>

Participants from Switzerland should register by emailing wcci@webster.ch

Other international participants can register through either one of the contacts above



Benefits

- Graduate level education offered by both Université Paris Descartes (France) and Webster University Geneva (US / Switzerland)
- Participants work on practical problems with the help of international experts
- This certification may be recognized for academic credit should participants continue their formation at Université Paris Descartes or Webster University Geneva (e.g., the Graduate Certificate in Creativity and Innovation)