

Master Course in Creativity & Innovation



Coordinators

Pr. Todd Lubart, Université Paris Descartes
Dr. Vlad Glaveanu, Webster University Geneva

Duration

42 hours (2 x 3 consecutive days)

Dates

22-24 May 2019 in Paris
12-14 June 2019 in Geneva

Places

Université Paris Descartes,
Centre universitaire des Saints-Pères
45, rue des Saints-Pères - Paris 75006

Webster University Geneva,
15 Route de Collex,
1293 Bellevue, Geneva

Language of instruction

English

Fees

2400 EUR / 2700 CHF
Administration fee: 50 EUR / 60 CHF
Code formation : ACPS002

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 competences 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.

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.

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

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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, curriculum & consumption

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: 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)

Benefits

- Graduate level education offered by both Université Paris Descartes (France) and Webster University Geneva (US & Switzerland)
- Develop a strong knowledge base in the area of creativity and innovation and acquire practical tools to assess and foster these processes in applied settings
- Work on practical innovation 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 Webster Graduate Certificate in Creativity and Innovation)

Registration

Participants from France should register by emailing formation.continue@scfc.parisdescartes.fr

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

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

Contact

Paris: todd.lubart@parisdescartes.fr

Geneva: glaveanu@webster.ch

Websites

scfc.parisdescartes.fr

wcci.webster.ch