

Subject card

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|--|---|--|--|-------------------------------------|---------|------------|-----|
| Subject name and code | Techniques of Creative Thinking, PG_00119340 | | | | | | |
| Field of study | International Economic Relations | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | 2025/2026 | | | | |
| Education level | undergraduate studies | Subject group | Obligatory subject group in the field of study | | | | |
| Mode of study | full-time studies | Mode of delivery | at the university | | | | |
| Year of study | 2 | Language of instruction | Polish | | | | |
| Semester of study | 4 | ECTS credits | 2.0 | | | | |
| Learning profile | academic | Assessment form | | | | | |
| Conducting unit | Katedra Makroekonomii -> Faculty of Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Andrzej Poszowiecki | | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15 |
| | E-learning hours included: 0.0 | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | | Participation in consultation hours | | Self-study | SUM |
| | Number of study hours | 15 | | 0.0 | | 0.0 | 15 |
| Subject objectives | Familiarizing students with methods of creating new ideas and trying to apply them in practice. | | | | | | |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
|-------------------|---|--|-----------------------------------|
| | [MSGL3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law | MSG1_W14 Understanding the importance of creativity in business MSG1_W01 Acquiring knowledge of what creative techniques can be used in business activities MSG1_W07 Acquiring basic and structured knowledge in the field of basic areas functioning of the community | [SW4] test/exam - oral or written |
| | [MSGL3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines | MSG1_W14 Understanding the importance of creativity in business MSG1_W01 Acquiring knowledge of what creative techniques can be used in business activities MSG1_W07 Acquiring basic and structured knowledge in the field of basic areas functioning of the community | [SW4] test/exam - oral or written |
| | [MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly | MSG1_U08 Ability to use IT tools and data acquisition techniques making innovative economic decisions. MSG1_U01 Ability to create new business concepts using acquired techniques MSG1_U05 Ability to solve problem situations using the knowledge learned technician MSG1_U06 Ability to evaluate new ideas in terms of their chances of market success MSG1_U06 Ability to use knowledge to take on new professional challenges, solving dilemmas arising in professional work | [SU4] test/exam - oral or written |
| | [MSGL3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions | MSG1_U08 Ability to use IT tools and data acquisition techniques making innovative economic decisions. MSG1_U01 Ability to create new business concepts using acquired techniques MSG1_U05 Ability to solve problem situations using the knowledge learned technician MSG1_U06 Ability to evaluate new ideas in terms of their chances of market success MSG1_U06 Ability to use knowledge to take on new professional challenges, solving dilemmas arising in professional work | [SU4] test/exam - oral or written |
| | [MSGL3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises | MSG1_U08 Ability to use IT tools and data acquisition techniques making innovative economic decisions. MSG1_U01 Ability to create new business concepts using acquired techniques MSG1_U05 Ability to solve problem situations using the knowledge learned technician MSG1_U06 Ability to evaluate new ideas in terms of their chances of market success MSG1_U06 Ability to use knowledge to take on new professional challenges, solving dilemmas arising in professional work | [SU4] test/exam - oral or written |

| | Course outcome | Subject outcome | Method of verification |
|--|---|---|-----------------------------------|
| | [MSG13_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations | MSG1_U08 Ability to use IT tools and data acquisition techniques making innovative economic decisions. MSG1_U01 Ability to create new business concepts using acquired techniques MSG1_U05 Ability to solve problem situations using the knowledge learned MSG1_U06 Ability to evaluate new ideas in terms of their chances of market success MSG1_U06 Ability to use knowledge to take on new professional challenges, solving dilemmas arising in professional work | [SU4] test/exam - oral or written |
| | [MSG13_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer | MSG1_K01 Managing the work of others - demonstrating responsibility for one's own work and that of others MSG1_K03 Creativity in teamwork MSG1_K06 Thinking in an entrepreneurial way MSG1_K03 Efficient communication with the environment and teamwork MSG1_K04 Determining priorities for task implementation MSG1_K01 Taking responsibility for actions taken | [SK4] test/exam - oral or written |
| | [MSG13_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence | MSG1_K01 Managing the work of others - demonstrating responsibility for one's own work and that of others MSG1_K03 Creativity in teamwork MSG1_K06 Thinking in an entrepreneurial way MSG1_K03 Efficient communication with the environment and teamwork MSG1_K04 Determining priorities for task implementation MSG1_K01 Taking responsibility for actions taken | [SK4] test/exam - oral or written |
| | [MSG13_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements | MSG1_K01 Managing the work of others - demonstrating responsibility for one's own work and that of others MSG1_K03 Creativity in teamwork MSG1_K06 Thinking in an entrepreneurial way MSG1_K03 Efficient communication with the environment and teamwork MSG1_K04 Determining priorities for task implementation MSG1_K01 Taking responsibility for actions taken | [SK4] test/exam - oral or written |
| | [MSG13_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently | MSG1_K01 Managing the work of others - demonstrating responsibility for one's own work and that of others MSG1_K03 Creativity in teamwork MSG1_K06 Thinking in an entrepreneurial way MSG1_K03 Efficient communication with the environment and teamwork MSG1_K04 Determining priorities for task implementation MSG1_K01 Taking responsibility for actions taken | [SK4] test/exam - oral or written |

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|--|---|--|-----------------------------------|
| | Course outcome | Subject outcome | Method of verification |
| | [MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect | MSG1_W14 Understanding the importance of creativity in business MSG1_W01 Acquiring knowledge of what creative techniques can be used in business activities MSG1_W07 Acquiring basic and structured knowledge in the field of basic areas functioning of the community | [SW4] test/exam - oral or written |
| Subject contents | 1. Creativity in business 2. Conduct in creative problem solving 3. Barriers to creativity 4. Creative techniques:- fish diagram,- de Bono's six thinking hats,- heuristic techniques (brainstorming, method 635, 666),- morphological analysis. | | |
| Prerequisites and co-requisites | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | exam | 50.0% | 100.0% |
| Recommended reading | Basic literature | 1) E. Nęcka, J. Orzechowski, A. Słabosz, B. Szymura, Trening twórczości, Wyd. GWP, Gdańsk 2008 2) E. Nęcka, Psychologia twórczości, Wyd. GWP, Gdańsk 2003 | |
| | Supplementary literature | 1) J. D. Antoszkiewicz, Metody heurystyczne. Twórcze rozwiązywanie problemów, PWE, Warszawa 1990 2) Z. Mikołajczyk, Techniki organizatorskie w rozwiązywaniu procesów zarządzania, PWN, Warszawa 1999 3) T. Proctor, Twórcze rozwiązywanie problemów, Wyd. GWP, Gdańsk 2002 4) K. Szmida, Trening kreatywności, Wyd. Helion, Gliwice 2008 5) A. Poszewiecki, Feniks z popiołów, w: Przedsiębiorczość intelektualna i technologiczna XXI wieku, red. M. Bąk, P. Kulawczuk, KIG, Warszawa 2009 | |
| | eResources addresses | Adresy na platformie eNauczanie: | |
| Example issues/ example questions/ tasks being completed | | | |
| Work placement | Not applicable | | |

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