

Subject card

Subject name and code	Techniques of Creative Thinking, PG_00172385						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's 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		credit		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszewiecki				
	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		5.0		30.0	50
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
	[MSG3_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	The student undertakes creative thinking challenges to create entrepreneurial solutions and assess the risks of their implementation.	[SK2] presentation/project/paper/report
	[MSG3_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	The student analyzes economic phenomena, proposing creative interpretations and innovative solutions. The student analyzes economic phenomena, proposing creative interpretations and innovative solutions.	[SU2] presentation/project/paper/report
	[MSG3_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	The student demonstrates creativity in teamwork while ensuring business ethics and social responsibility in undertaken actions.	[SK2] presentation/project/paper/report
	[MSG3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	The student can use creative thinking techniques to identify business risks and assess innovative ways to mitigate them.	[SU2] presentation/project/paper/report
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student uses creative thinking techniques in economic and social projects, reconciling various conditions and interests.	[SK2] presentation/project/paper/report
	[MSG3_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	The student understands how creative thinking supports market functioning by generating innovative economic solutions.	[SW2] presentation/project/paper/report
	[MSG3_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	The student applies creative techniques and digital tools to develop innovative solutions in market and marketing analysis.	[SU2] presentation/project/paper/report
	[MSG3_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	The student creates basic business concepts using creative methods in accordance with fundamental business law regulations.	[SU2] presentation/project/paper/report
	[MSG3_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	The student understands that creativity is crucial in solving economic problems and can consult experts when necessary.	[SK2] presentation/project/paper/report
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	The student knows basic creative thinking techniques and understands their application in economics and related disciplines.	[SW2] presentation/project/paper/report
	[MSG3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student knows the principles of intellectual property protection and can apply creative thinking to develop original concepts in line with copyright law.	[SW2] presentation/project/paper/report

Subject contents	1. Creativity in business		
	Will include, among others, definitions and the importance of creativity in business activities, ways to develop a creative attitude in managers and employees, the role of creativity in building competitive advantage, and examples of companies using innovative solutions.		
	2. Conduct in creative problem solving		
	Will include, among others, stages of the problem-solving process (problem identification, idea generation, solution selection, implementation), principles of effective problem definition, and the use of creative techniques in decision-making.		
	3. Barriers to creativity		
	Will include, among others, psychological and organizational barriers to creativity, thinking stereotypes, fear of evaluation and failure, lack of motivation, and ways to overcome barriers in individual and team work.		
	4. Creative techniques:- fish diagram,- de Bono's six thinking hats,- heuristic techniques (brainstorming, method 635, 666),- morphological analysis.		
	Will include, among others, the use of the fishbone diagram to identify causes of problems, how to create and analyze the diagram in solving quality-related problems in enterprises.		
	Will include, among others, the rules of applying this technique, characteristics of each hat (e.g. white facts, red emotions, black criticism, yellow optimism, green creativity, blue process control), and examples of its application in teamwork.		
	Will include, among others, principles of brainstorming, methods of generating numerous ideas in a short time (method 635, method 666), examples of applications, and advantages and limitations of these techniques in practice.		
Will include, among others, the essence of morphological analysis, stages of building a problem matrix, combining solution variants, and its applications in designing new products and services.			
In order to expand on the concepts discussed during lectures, students may make use of consultations.			
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	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 rozwiązywanie procesów zarządzania, PWN, Warszawa 1999 3) T. Proctor, Twórcze rozwiązywanie problemów, Wyd. GWP, Gdańsk 2002 4) K. Szmidt, 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		
Example issues/ example questions/ tasks being completed			

Work placement	Not applicable
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