University of Gdańsk

Subject card

Subject name and code	Techniques of Creative Thinking, PG_00199256						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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	15.0	0.0	30
	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	30		0.0	20.0	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
	[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student is able to complete a project task using creative thinking techniques in relation to selected economic issues. The student consults the assumptions and progress of the work with the course instructor during consultations and project blocks included in the class schedule; the dates and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report
	[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student is able to complete a project task using creative thinking techniques in relation to relationships between various entities in the economic environment. The student consults the assumptions and progress of the work with the course instructor during consultations and project blocks included in the class schedule; the dates and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report
	[MSGL3_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
	[MSGL3_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
	[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	The student knows basic creative thinking techniques and understands their application in economics and related disciplines.	[SW2] presentation/project/paper/ report
	[MSGL3_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

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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