

Title: Creative thinking techniques

Annotation:

Creativity is a key factor for the success of entrepreneurs. It can support competitive advantage by invention of new products/ services or exploring niches by change of a method. Creativity can also be a driver for innovation and a skill to solve problems.

Key Competence:

→ Competence to combine economic knowledge with creativity skills

Expected Output:

- Collect new ideas
- Understand the relevance of creativity for entrepreneurship

Keywords:

Creativity, business idea

Objective of the course:

The objective is to familiarise learners with creativity techniques to be used in individual work or with-in a team in order to promote processes such as prototyping or idea development in a business environment.

 **Duration:** 50 min. (without conducting activities);  **ppt.**

Theoretical part – explanation of the content:

Creativity

Creativity is a mental characteristic that allows a person to “think outside of the box”, which results in innovative or different approaches to a particular task.¹

¹ Adapted from: <http://www.businessdictionary.com/definition/creativity.html>

Useful links:

“Beer Distribution Game”: <http://www.beergame.org/the-game>

App (free): <https://beergameapp.firebaseio.com/>

Course on Marketing: https://saylordotorg.github.io/text_principles-of-marketing-v2.0/index.html

Useful website with entrepreneurial contents: <http://youthbusinessseurope.org>

References:

<http://www.businessdictionary.com/article/518/sources-of-inspiration-entrepreneur-success-stories/>

<http://www.businessdictionary.com/article/495/where-do-i-begin-preliminary-steps-for-starting-a-business/>

<http://www.businessdictionary.com/article/632/using-swot-analysis-to-develop-a-marketing-strategy/>

<http://www.businessdictionary.com/definition/creativity.html>

<http://www.businessdictionary.com/definition/market-orientation.html>

Egger-Subotitsch, Andreas/Fellinger-Fritz, Alfred/Meirer, Monika/Steiner, Karin/Voglhofer, Margit (2011): Praxishandbuch Train-the-Trainer-Methoden in der Berufs- und Arbeitsmarktorientierung. abif – Analyse, Beratung und interdisziplinäre Forschung. Im Auftrag und mit Unterstützung des AMS Österreich. (Practical guide of train-the-trainer methods for occupational and labour market orientation. abif - analysis, consulting and interdisciplinary research. On behalf and with the support of AMS Austria.)

<https://www.iconfinder.com/becris>

UNESCO (2006): Starting my own small business. A training module on entrepreneurship for learners in a non-formal setting. Facilitator’s guide.

Retrieved from: <http://unesdoc.unesco.org/images/0014/001449/144935e.pdf>

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