

University of Pretoria Yearbook 2022

Creativity and ideation 812 (GIJ 812)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	21 Hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This elective builds on a strong theoretical foundation and leading edge research on creativity and imaginativeness. It develops the student's ability to see challenges in new ways, builds on their intuition and imagination and expands their creative horizons. It is presented in a highly interactive format to ensure the full engagement that characterises the state of flow.

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