INTRODUCTION

Creativity is the ability to come up with new ideas, both original and value-adding. Organizations need creative people to innovate. Innovation is the organization competence to transform creative ideas into feasible and successful outcomes (products, services, business models, etc.).

In this course we will apply creativity and innovation methodologies to the Hospitality industry. The output will be a business idea to fit in this industry.

AIMS

- To understand the innovation dynamics in modern organizations
- To develop skills as a creative professional
- Apply the knowledge to identify a business idea.

METHODOLOGY

This subject integrates conceptual explanations with individual and team exercises. At the end of the week each participant has to prepare a presentation about an innovative concept related to the Hospitality industry.

EVALUATION

60% active participation in class
40% final (group) presentation

BIBLIOGRAPHY

- Only in Spanish:
  - Ponti, Franc (2009) "Innovación" (also available in Catalan: "Innovació". Granica)
  - Ponti, Franc y Langa, Lucía (2013) "Inteligencia creativa". Versión in English also available "Creative Intelligence". Barcelona, Amat Editorial