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© CSF – Creative Strategic Foresight – Study Programme

Pr. 517671-LLP-1-2011-1-FI ERASMUS\_FEXI

1.11.2011 – 30.9.2013

## CSF- course outline

# CSF Kick-off course

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| COURSE TITLE | **Co-Creating Business Models** |
| COURSE CODE | For each educational institution to define |
| TYPE OF COURSE | Optional |
| LEVEL OF COURSE | Professional studies |
| LEVEL OF STUDY | Bachelor Programme |
| SEMESTER/TRIMESTER | For each educational institution to define |
| NUMBER OF CREDITS\*  (recommendation) | 1 |
| LANGUAGE OF THE COURSE | English, Spanish |
| STUDENT’S WORK LOAD | Total work load of the course 27 hours, of which:  Scheduled studies 19 hours  Autonomous studies 8 hours  Depending of the group, part of the scheduled studies can be implemented as autonomous |
| COURSE DEVELOPER | Aalto University |
| NAME/-S OF THE COURSE DEVELOPER | Tanja Oraviita |
| A BRIEF DESCTRIPTION OF THE COURSE | This is the kick-off introductory course for the Creative Strategic Foresight Study Module (CSF). Its aim is to open minds towards the areas of the CSF Study Module and creativity, thinking beyond traditional academic solutions only. Creativity is about open-ended solutions and the greatest creative minds have always been rebellious. Thus the Kick-off course uses fashion thinking approach as the approach instead of a pure academic. |
| OBJECTIVES OF THE COURSE | |
| LEARNING OUTCOMES  . | At the end of the course, students are expected to have a more open-minded, realistic and critical attitude towards creativity, strategy and foresight, decreased fears of applying creativity, strategy and foresight, understand and be able to apply work steps and processes around the theme into practice, and be able to think beyond academics. |
| COMPETENCIES | At the end of the course students are expected to show increased abilities in open-minded, realistic and critical processing of information, and to be able to apply work steps and processes around the theme into practice, and be able to think beyond academics. |
| MODE OF DELIVERY | Both face-to-face and virtual learning are used.  *Scheduled:*  Lectures and workshoping: 18 hours  Book discussing and final workshop: 2 hours  *Autonomous:*  Self-reading (book): 8 hours  Mode can be adapted nationally and personally. |
| PREREQUISITES | Basic studies |
| COURSE CONTENTS | 1. Attitudes in creativity and innovation 2. Creativity in practice 3. Strategy in practice 4. Foresight in practice 5. Implementation 6. Try-out   + reading circle |
| RECOMMENDED READING | Cutrone, Kelly. (2010.). *If You Have to Cry Go Outside.* HarperCollins. NY  *Lewis, Roy. (2004). The Evolution Man. (*first published as *What We Did to Our Father,* in 1960*). Penquin*  *Mau, Bruce(2004). Massive chance: A manifesto for the Future of Global Design*. Phaidon Press Limited. NY |
| ADDITIONAL RESOURCES | Teacher can search videos and additional reading related to the topic and issues. |
| TEACHING METHODS  Combined with education, research and companies | Videos, reading, workshops, reading circle, tasks and discussions.  The tasks can be inserted in the lectures as workshop exercises. The PPT is provided in a video format.  Teacher can vary the number of the self-directed and scheduled studies according to the study group as many tasks can be done also as distance learning. However, it is advised to discuss about the findings in the class.  The teachers can add videos and other material to the theme. It is important to keep the atmosphere light. |
| ASSESSMENT METHODS AND CRITERIA | Active participation: 50%  Learning tasks including try-out: 30%  Reading circle: 20% |

**\*** Can be diminished or expanded according to the institution, curricula, need and cases.