



Approved 11/8/2025

**MAKERERE UNIVERSITY
MAKERERE UNIVERSITY BUSINESS SCHOOL
COURSE OUTLINE, AY 2025/26**

***MISSION:** To enable the future of our clients through creation and provision of knowledge.
VISION: The benchmark for Business and Management Education, Research and Training in the region.*

PROGRAMME : BACHELOR OF ENTREPRENEURSHIP
COURSE : PRINCIPLES OF CREATIVITY AND INNOVATION
COURSE CODE : BEM1101
YEAR OF STUDY : I **SEMESTER** : I

Groups	Time table	Facilitators	Contacts
A	Monday: 8:00 AM-10:00 AM	Prof Ernest Abaho	0701105998
	Thursday: 10:00 AM- 12: 00 Noon	Ms Fiona A. Aikiriza	0775361314
B	Wednesday: 7:30 PM-9:30 PM	Ms. Deborah Diana Agaba	0751778743
	Thursday: 5:30 PM-7:30 PM	Mr Alinda Albert	0701579313

COURSE DESCRIPTION

Today's businesses and not-for profit organisations operate and compete in a constantly changing environment. Business solutions that work today will not work tomorrow. Organisations have hance to find new ways of doing things to survive and lead in a highly competitive environment. The only organisations that will survive and thrive are those that innovate and not just innovating but innovating creatively. This course strives to develop students' creative potential, which they can use to identify opportunities, generate value-creating ideas and overcome obstacles to bringing new concepts and highly valued and impactful solutions businesses. It is expected that the students will learn how to be creative and innovative in any environment, whether in paid employment, personal large or small company.

COURSE OBJECTIVES

The specific objectives of this course are;

- i. To introduce students to creativity and innovation as business concepts and practices that can be useful in creating competitive and scalable businesses.
- ii. To enable the students' mindset change towards adopting the best and most efficient yet effective creativity and innovation practices.
- iii. To train students with skills, competences and capabilities that they can apply in their work, business and general life endeavours.
- iv. Describe the processes and methods of creative problem solving.

LEARNING OUTCOMES

By the end of this course, a student should be able to:

- i. Appreciate the practice and theory of creativity and innovation.
- ii. Apply different creativity thinking styles in analysing business problems
- iii. Develop innovative solutions for their organisations and private businesses



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- iv. Use deliberate creative thinking techniques individually and in the group to generate and develop new ideas that drive innovation.
- v. Identify opportunities and apply creative thinking through a set of creative techniques and an extended approach to solving problems.

DETAILED COURSE CONTENT

NO	Topic	Sub-topics	Time allocated	Facilitator
1	Understanding Creativity and Innovation	• Meaning of Creativity • Aspects of Creativity • Personal Creativity • Meaning of innovation • Why innovation? • Relationship between Creativity and Innovation. • Characteristics of creative individuals. • Self-assessment on creativity level	Week 1	Prof. Ernest Abaho
2	Creativity Process	• Key elements of the creative thought process • Obstacles to creativity • Creative problem solving • Models of creative problem solving	Week 2	Albert Alinda
3	Knowledge, Intelligence, Thinking & Creativity	• Relating knowledge, intelligence & creativity; • Types of knowledge: knowledge • The thinking Process; Creative, conceptual & Critical thinking; Creative thinking techniques	Week 3	Apofia Fiona Aikiriza
	Independent industrial visit	<i>Instructions</i> • In groups of 5, students will be required to visit an entrepreneurial firm (<i>manufacturing or service</i>) and <i>profile the creativity and innovation practices, document lessons learned and how they will use that</i>	Week 4	All members of the team



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		<i>knowledge acquired from the firm).</i> The report will be submitted in soft copy.		
4	Design thinking	• The process • Importance • Relevance in the Ugandan context	Week 5&6	Apofia Fiona Aikiriza
5	Measuring Creativity	• Creativity quotient • Psychometric approach • Social-personality approach	Week 7	Albert Alinda
6	Creative solution tools	• SCAMPER • Random input • Mind mapping	Week 8	Albert Alinda
7	Creativity Theories	• Creative destruction theory • Technology Acceptance Model • The 5 Cs of Innovation	Week 9&10	Deborah Agaba
8	Innovation	• Types of innovation • Models of innovation	Week 11	Deborah Agaba
10	Intellectual Property Rights to foster Creativity and Innovation	• Copyrights • Patents • Trade marks • Trade secrets	Week 12	Prof. Ernest Abaho

Mode of delivery

- Class presentations (Physical and online)
- Group class projects
- Case analysis

Mode of assessment

Course work 30%

Final Exam 70%

Total 100

Important links

- <https://www.youtube.com/watch?v=pfg9a9diN40> (8 Creative Thinking Exercises to Boost Your Creativity)
- <https://www.youtube.com/watch?v=fxbCHn6gE3U> (Habits of original thinkers)
- <https://www.youtube.com/watch?v=fxbCHn6gE3U> (Critical Thinking skills test)

MODE OF DELIVERY

- Class lectures



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- ii. Class exercises
- iii. Field Visits
- iv. Group discussions and presentations
- v. E-learning platform

Reading List

1. Amabile, T. M. (1988), "A Model of Creativity and Innovation in Organizations." In *Research in Organizational Behaviour*. B. M. Staw and L.L. Cummings (Eds.). Vol 10: Pp.123-167. Greenwich, CT: JAI Press
2. Amabile T. M. (1996), "Creativity in Context" Oxford: Westview Press
3. Amabile, T.M. (1998), "How to kill Creativity." Harvard Business Review Sept-Oct: 77-87
4. Covey, S. R. (1989). "The seven habits of highly effective people." London: Simon & Schuster.
5. Dacey, J.S. and Kathleen H. L. (1998) "Understanding Creativity: The Interplay of Biological, Social and Psychological Factors". San Francisco: Jossey-Bass.
6. Davis G. A. (1986), "Creativity is forever", Second Edition, Kendall/Hunt Publishing Company.
7. Drucker, P. "Innovation and Entrepreneurship"
8. Eric Von Hippes (1998), "Sources of Innovation."
9. Gladwell, Malcom (2002), The Tipping Point: How Little Things can make big difference, Boston: Back Bay Books. (MIIS)
10. Harris, R. (1998) "Introduction to Creative Thinking." Available on internet: (www.virtualsalt.com)
11. Jennings, Jason (2005), Think Big Act Small, New York, Portfolio. (MIIS)
12. Johnansson, Frans (2004), The Medici Effect, Boston, Harvard Business School press. (MIIS)
13. Kao J. (1989) "Entrepreneurship, Creativity and Organization"
14. Klemm, W. R. (2005), "Leadership: Creativity and Innovation." (www.au.af.mil/awc/awcgate.htm).
15. Leifer, Richard and others (2000), Radical Innovation: How mature companies can outsmart Upstarts, Boston: Harvard Business School Press (Kropp).
16. Maxwell, J. (2003). "Thinking for a Change: 11 ways highly successful people approach life and work." New York: Warner Books.
17. Moore, Geoffrey A.: Crossing the Chasm; inside the Tornado; and living on the fault line. (MIIS)
18. Nonaka, I and Hirotaka, T. (1995). "The Knowledge Creating Company." New York, Oxford Press.
19. Semler, Ricardo (2004), The Seven-Day Weekend: Changing the way work works, New York: Portfolio. (MIIS)
20. Stacey, R. D. (1996). "Complexity and Creativity in Organizations." San Francisco-Berrett-Koehler.
21. Stefik, Mark and Barbara Stefik (2004). Breakthrough: Stories and strategies of Radical Innovation, Cambridge University Press.
22. Sternberg, R. D. (1988). "The Nature of Creativity: Contemporary psychological perspectives." Cambridge, UK: Cambridge University Press.



23. Sutton, Robert I. (2002), *Weird Ideas that Work: 11½ Practices for promoting, Managing, and Sustaining Innovation*, New York: Free Press. (Kropp).
24. Sweeny, John (2004), *Innovation at the Speed of Laughter: 8 Secrets to World Class Idea Generation*, Minneapolis: Aerialist. (MIIS).

CREATIVITY AND INNOVATION OUTLINE FOR BENT 2023/24