# Leading people and creativity

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Creativity is a key competence at the workplace: creative and innovative outcomes are desired at different levels within an organization (individual and teams) and across industries. The ‘Lead People and Creativity’ aims at illustrating the logics and the management tools to lead individuals at workplace towards the achievement of creative behaviours and innovative output. First, the course will provide the basic principles of leadership, team management, and collective learning, analysing examples from both traditional and creative settings. Then, the contents will dive into the nature of creativity, its individual and team-level expression, its importance under emergencies and unexpected events, and its relationship with key issues in the creative industries, such as leaders’ reputation and equal opportunity.

At the end of the course, students:

– Will be able to demonstrate knowledge of the principles of leading people at the workplace.

– Will be able to understand the relationship between leading people and team management.

– Will be able to comprehend the nature of creativity at the workplace and how to enhance creative behaviours at individual and team level.

– Will be able to apply the principles of leadership, team management and creativity management to problems and examples related to people management in creative industries

– Will be able to discuss and to communicate their self-reflection on the topic of leading people for creativity.

***COURSE CONTENT***

In the first part, the course will devote space to the illustration and discussion of leadership theories, team management and people management approaches for creativity and their implication for innovative behaviours and outcomes at the workplace. In the second part, these approaches will be applied to the arts and creative industries and enriched with other perspectives and implications (i.e. for individual reputation and networking in the field).

In particular, the topics that will be developed during the course are the following:

– The principles of leading people.

– The principles of team management.

– The nature of creativity at the workplace.

– Creative behaviours and Creative industries.

– Leadership and team management to support creativity and innovative behaviours.

– The issue of the creative process and of the creative outcomes: creativity, improvisation and bricolage.

– Key issues in creativity management: gender equality, leaders’ status, sustainability of the creative performance.

***READING LIST***

Attending students: papers, slides, cases and guest speakers’ materials, all made available by the instructors.

Not attending students: instructors will provide the specific reading list on Blackboard.

***TEACHING METHOD***

Lectures will be integrated with case studies, incidents and invited speeches, in order to enhance students’ active participation and learning. Students will have the chance to discuss real cases and to practice with role-playing, in order to complete their theoretical training with more hands-on experiences.

***ASSESSMENT METHOD AND CRITERIA***

Consistent with the nature of the course contents and the teaching method, part of the evaluation will be based on a written exam and part of it on addressing a problem in a real case study.

More specifically, the course evaluation will be based on:

Final exam (60%): the exam will be closed-books; The exam will be based on the topics covered in class with the instructors and it will attribute a great value to students’ ability to make reference to and discuss critically the business cases, examples, guest speakers’ topics analysed in class.

Group case discussion (40%): students will be asked to discuss a case and to write an essay in teams about the issue proposed in the case.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.