

COM 3477: Creativity, Innov., & Entrep.

The course focuses on the similarities and dissimilarities among three related skills and competencies: creativity, innovation and entrepreneurship and the ways in which each can be applied to produce new or improved products and services. Topics are examined within in the context of the real-life situations and work place scenarios with special emphasis on creating a culture that encourages and rewards risk taking and unconventional problem solving.

Credits: 3.0

Program: Communication