



UNIVERSITY OF
APPLIED SCIENCES IN NYSA



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TITLE OF THE COURSE

Entrepreneurship and Creativity in the Modern Business Landscape

COURSE DESCRIPTION

Entrepreneurship is not just about starting a business; it's about transforming innovative ideas into impactful ventures. Creativity lies at the heart of this process, enabling entrepreneurs to identify opportunities, solve problems, and differentiate themselves in a competitive marketplace. This course will explore the intersection of entrepreneurship and creativity, focusing on how creative thinking can fuel entrepreneurial success. Students will gain practical insights into idea generation, business model innovation, and the role of creativity in product development, marketing strategies, and leadership. The course will emphasize real-world applications through case studies, group exercises, and the development of a personal entrepreneurial project.

HOST PROFESSOR

Course Level

Mixed-level: Suitable for students from various disciplines, including business, economics, design, engineering, and social sciences.

Language of Instruction: English

Duration: June 30 – July 11, 2025

Working Time (Lesson Hours – 45 min/day): 4 hours per day

Number of ECTS Credits: 4

Teaching Method: Lectures, case studies, group brainstorming sessions, creative workshops, guest speaker sessions, and final project presentations

COURSE OBJECTIVES

This course will be particularly relevant for students who:

1. Are interested in the relationship between creativity and entrepreneurship and want to understand how creative thinking can drive innovation.
2. Want to explore the process of developing entrepreneurial ideas, from conception to implementation, in both traditional and digital industries.
3. Are curious about business models, design thinking, and how to develop products and services that meet market needs creatively.
4. Seek to understand how entrepreneurs use creativity in areas such as branding, marketing, customer engagement, and leadership.



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5. Want to learn how to generate business ideas, assess opportunities, and turn those ideas into profitable ventures.
6. Are interested in understanding how entrepreneurs leverage failure as a tool for learning and innovation.
7. Aim to launch their own startups or work in startup ecosystems and want to enhance their creativity and problem-solving skills.
8. Desire to explore case studies of successful and failed entrepreneurial ventures to understand key lessons for creativity and innovation.

The course aims to attract students who are passionate about entrepreneurship, eager to apply creative problem-solving techniques, and motivated to develop new business ideas that can have a lasting impact.

COURSE CONTENT

1. **Introduction to Entrepreneurship and Creativity**
 - Defining entrepreneurship and creativity in a business context
 - The role of creativity in the entrepreneurial process
 - Exploring the mindset of successful entrepreneurs and innovators
2. **Idea Generation and Opportunity Recognition**
 - Techniques for generating creative business ideas (e.g., brainstorming, mind mapping, and design thinking)
 - Identifying opportunities in the market and validating ideas
 - The role of observation, trends, and consumer needs in the creative process
3. **Business Model Innovation**
 - Understanding different types of business models (e.g., B2B, B2C, subscription models, etc.)
 - Using creativity to adapt and innovate existing business models
 - Tools for designing and testing business models (e.g., Business Model Canvas)
4. **Creativity in Product Development and Marketing**
 - Creative approaches to product and service design
 - The role of creativity in branding and marketing strategies
 - Social media, storytelling, and digital marketing as creative tools for entrepreneurs
5. **Leadership and Creative Management in Startups**
 - Leading creative teams and fostering a culture of innovation
 - Overcoming challenges in managing creative projects and balancing risk with creativity
 - Understanding the role of leadership in startup success and failure
6. **Creative Problem Solving and Resilience**
 - The importance of creative problem-solving in entrepreneurial ventures



- Embracing failure as part of the creative process and learning from setbacks
- Strategies for developing resilience and adapting in the face of challenges
- 7. **Practical Workshop: Developing Your Entrepreneurial Project**
 - Group-based creative exercises to develop entrepreneurial projects
 - Mentorship and feedback sessions to refine business ideas
 - Preparing a pitch for your entrepreneurial project
- 8. **Closing Session: Presentations and Feedback**
 - Student presentations on their entrepreneurial ideas and creative approaches
 - Constructive feedback from peers and instructors
 - Reflection on key takeaways and next steps for future entrepreneurial endeavors

VERIFICATION OF LEARNING OUTCOMES

- Class Attendance and Active Participation: 20%
- Workshop Performance and Group Exercises: 40%
- Final Group Project Presentation: 40%

PREREQUISITES

- Proficiency in English (B2 or higher)
- No prior knowledge of entrepreneurship is required, although an interest in business, creativity, or innovation is recommended

SUGGESTED LITERATURE

1. **Schilling, Melissa A. (2019).** *Strategic Management of Technological Innovation* (6th ed.). McGraw-Hill Education.
A comprehensive guide to the role of creativity and innovation in the development of new technologies and business models.
2. **Brown, Tim (2009).** *Change by Design: How Design Thinking Creates New Alternatives for Business and Society*. HarperBusiness.
A foundational text on design thinking and how creativity can be systematically applied to entrepreneurship.
3. **Tidd, Joe & Bessant, John (2018).** *Innovation and Entrepreneurship: Managing Ideas, Organizations, and Activities*. Wiley.
Explores the relationship between entrepreneurship and innovation, offering practical insights for aspiring entrepreneurs.
4. **David, F. (2021).** *The Creative Entrepreneur: Harnessing the Power of Creative Thinking for Business Success*. Entrepreneur Press.
A practical guide for entrepreneurs looking to apply creative strategies to business development and growth.



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5. **Ries, Eric (2011).** *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.* Crown Business.
Focuses on how creativity, iteration, and feedback are central to successful entrepreneurship in the modern business environment.