Emerging Business

Creativity Code - Rapid Ideation program

Curriculum

Program Outline :

Module 1: Fundamentals of Creativity Code - Rapid Ideation program

- **Idea Generation and Brainstorming**:

  Learn techniques to generate a large number of ideas quickly and efficiently through brainstorming and other creative methods.

- **Creative Problem Solving**:

  Enhance problem-solving abilities by applying creative thinking techniques to overcome challenges and find innovative solutions.

- **Rapid Prototyping**:

  Understand how to create quick prototypes of ideas to test and refine them rapidly, enabling faster iteration and improvement

Module 2: Advanced Creativity Code - Rapid Ideation program

- **SCAMPER Method**:

  Explore the SCAMPER technique (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse) to enhance creativity and generate a wide range of innovative ideas.

- **High-Fidelity Prototyping**:

  Learn how to create high-fidelity prototypes that closely resemble the final product, allowing for detailed testing and feedback to refine and improve ideas.

- **Six Thinking Hats**:

  Utilize Edward de Bono's Six Thinking Hats technique to approach problems from multiple perspectives, enhancing decision-making and creative problem-solving.

Module 3: Practical Applications

- **Idea Generation and Brainstorming**:

  Apply brainstorming techniques to generate a large number of ideas quickly for product development, marketing campaigns, and problem-solving.

- **Creative Problem Solving**:

  Utilize creative thinking techniques to solve complex challenges in various fields, such as business, technology, and education.

- **Rapid Prototyping**:

  Develop quick prototypes of new products, services, or solutions to test and refine them rapidly based on user feedback.

Module 4: Capstone Project

- **Idea Generation and Brainstorming**:

  Conduct brainstorming sessions using various ideation techniques to generate a wide range of ideas. Document all generated ideas and select the most promising ones for further development.

- **Rapid Prototyping and Testing**:

  Develop quick prototypes of the selected ideas to test their feasibility and gather feedback. Iterate on the prototypes based on user feedback and testing results to refine the innovative solutions.

- **Implementation and Refinement**:

  Develop actionable plans to implement the refined ideas, including timelines, resources, and key milestones. Continuously refine and improve the ideas based on ongoing feedback and iteration.

Elective Modules

- **Advanced Brainstorming Techniques**:

  Explore advanced brainstorming methods such as reverse brainstorming, brainwriting, and the nominal group technique to generate more diverse and creative ideas.

- **Innovation in Digital Tools**:

  Learn how to leverage digital tools and platforms to enhance the ideation process, including software for mind mapping, collaborative brainstorming, and prototyping.

- **Sustainable Innovation**:

  Understand the principles of sustainable innovation and how to develop eco-friendly and socially responsible ideas that contribute to long-term success.

- **Creative Leadership**:

  Develop leadership skills to inspire and manage creative teams effectively, fostering a culture of innovation and collaboration.

- **Cross-Industry Innovation**:

  Study innovative practices from different industries and learn how to apply these insights to your own projects, promoting cross-industry creativity and problem-solving

Websites:

- https://chools.in/
- https://ramaqchools.com/
- https://www.choolsgroup.com/