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by Ss Sss

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American University Of The Middle East

SFT 220 – CREATIVITY, INNOVATION, AND CHANGE
SFT 220

Assignment#1 (Individual) 15%

Semester :	Fall	Year :	2021
Course Title :	CREATIVITY, INNOVATION, AND CHANGE		
Course Code :	SFT 220	Section :	F1
Instructor :	Mehmet Aslan		
Date :		Time :	
Total Marks :	100	No. of Pages* :	

***Please Verify.**

To be completed by students

Student Name	ID#
1.	

MARKS

Total Marks	Instructor Signature

Answer the following questions writing a minimum of 600 words:

- 1. (25 points) What is the difference between creativity and innovation? Discuss one innovation from slides 26-27 and express why you find it more important.**

The difference between creativity and innovation is basically the focus. Creativity involves unveiling the probable of the mind to take in new ideas. These ideas can be brought out in several ways. Creative ideas are as well experiments in an individual's mind. Creativity tends to be subjective which makes it difficult to measure. Innovation tends to be measurable. In contrast innovation tends to be measurable. Innovation involves introducing change in stable systems. It is as well involves with the work needed to make a perception sensible. By determining an unknown as well as unmet needs, a firm can use innovation to implement its creative resources to create an effective choices and get a return on its investment (Barnard & Derrick, 2018). An example of an innovation is the sale force's introduction of their CRM system, this is a platform which provides each department a shared perception of each client. The innovation harnesses new technology. It supports the current business model. It an

innovative business solutions which organization have gone through that transformed the future of the firms. This brings out the power that strong innovation has on the success of a firm.

2. (50 points) Check these websites <https://www.opcleansweep.org/operation-clean-sweep-around-world/> (OPERATION CLEAN SWEEP AROUND THE WORLD) and [An integrated solid waste management system is a creative technique that makes use of technology to clean the plastic waste in Kuwait. In order to overcome the plastic waste in Kuwait, an integrated solid waste management system was implemented to apply the 4 R's technique. The technique tends to be a systematic solution to reduce as well as benefit from waste material. The four R's include reduce, recycle, reuse and recover. Through this system, the ultimate goal is to minimize the amount of waste which should be placed in landfills for disposal while being environmentally responsible and fiscally effective \(Alsulaili, et al., 2014\). The system makes use of the internet and social media. The internet has the power to connect people to causes that they are concerned about and to raise awareness on critical issues. The internet can be used to get individuals to avoid the use of single use of plastics. Through social media, they have the ability to raise income and challenging teams to create events in the world.](https://campus.wwf.ca/event/designing-change-for-a-living-planet/#:~:text=Designing%20Change%20for%20a%20Living%20Planet%20provides%20unique%20opportunities%20to,category%20for%20Leadership%20and%20teamwork. (DESIGNING CHANGE FOR A LIVING PLANET) suggest a creative way that utilizes technology to clean all plastic waste from Kuwait.</p></div><div data-bbox=)

3. (25 points) Watch the Innovation Movie: A Documentary on Creativity and Leadership <https://www.youtube.com/watch?v=tluCwNTI7kw> and discuss one of the examples of innovation as shown in the journey of creativity, innovation, and technology in a hyper-connected and hyper-competitive world. Please be specific in your answer and state the time in the documentary that you discuss.

Incentive is one of the innovations in the journey of creativity, innovation and technology in the hyper connected as well as hyper competitive world (Technoid_ZA, 2021, 5:01). It was established in 2001 by the venture capital arm of Eli Lilly. The innovation offers innovative crowd sources solution to business, social, policy, scientific as well technical issues by bringing together firms, national agencies as well as non-profits with the able freelancers to collaboration on major specifics. Clients use the InnoCentive cloud based system to outline their issues. InnoCentive identifies the cost in collaboration with the client that involves legal fees, the IP transfer expenses as well as other costs. The InnoCentive team of professions formulates the needs of the client into the issues which are sent to workers as well as teams that then send their potential solutions. The challenges is then discussed among the experts that rank the solutions prior to posting them to the firm, which then selects the most appropriate solution. InnoCentive provides the award money to the contributors and sends the proper rights to the firm. InnoCentive is for firms that required heavy duty brainpower to handle issues. It assists businesses to take some of the risk out of the research & development process and send it to the common pool.



References

Alsulaili, A., Alsager, B., Albanwan, H., Almeer, A. (2014). An Integrated Solid Waste Management System in Kuwait. International Proceedings of Chemical, Biological & Environmental, 69, 54. DOI: 10.7763

Barnard, B., & Herbst, D. (2018). Entrepreneurship, innovation and creativity: the creative process of entrepreneurs and innovators. Available at SSRN 3195912.

Technoid_ZA. (2021). Innovation Movie A Documentary on Creativity and Leadership.
<https://www.youtube.com/watch?v=tluCwNTI7kw>

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GENERAL COMMENTS

Instructor

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