

Da Vinci Bachelor of Commerce: Business Management, Area of Specialisation: Applied Creativity Management

- A collaboration of the Da Vinci Institute and the Applied Creativity Institute
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The most important skill of the future isn't coding or technical in nature. It's the soft skills that will matter.
-Jeff Weiner, CEO, LinkedIn

By applying for the *BCom Business Management Specialising in Applied Creativity*, you are setting yourself up to be one of the most sought-after specialists of the future. You will be equipping yourself with a skill that will serve you both in your profession(s), and in your personal life.

OVERVIEW

Follow any article about desired skills for the future and you will find that creativity consistently ranks within the top 5. The author may sometimes refer to it as “problem solving”, or “innovative thinking”, but these are simply off-shoots of the greater “creativity umbrella.” Companies such as Toyota are even reverting to employing humans over machines in their factories as humans can propose ideas for improvement, indicating the need for creative solutions to their problems.

One may take a step back and ask, “if these skills are so important, why were they not a part of my education growing up?” One answer may be that the times have changed so fast that the education system, and all the red-tape involved, has not been able to keep up with adding soft-skills required to thrive in the future. Until now, creativity has been a somewhat mysterious topic relegated to statements such as: “I simply wasn’t born creative”, or, even worse, “I’m not artistic enough to be creative!” These stunning misconceptions are on the verge of being eradicated as more and more people realise that creativity is entirely relevant to its context, and a *skill* that can be learnt and practised.

Become a front-runner! Start training yourself today as a master of this art by becoming a scholar and practitioner of creativity.

The programme is ideal for:

- Professionals seeking to up-skill themselves;
- Working and/or non-working adults looking to establish a primary or secondary income stream as consultants;
- Young adults with a desire to enter the job market with a dynamic skill-set;
- Entrepreneurs and business owners seeking skill-sets to bolster their expertise.

Course Outcomes:

- **Core:** Bachelor of Commerce; Business Management.
- **Electives:** Area of Specialisation, Creativity Management.

The BCom specialising in Applied Creativity provides learners with in-depth knowledge and understanding of the distinction between leading creative people and leading creatively. It also highlights the role of creativity in growing organisations, as well as how creativity affects continuous learning. Students will acquire the skills and know-how to engage in managerial leaders' developmental journeys through the application of creative coaching techniques. Furthermore, students will learn how to engage with ethical creativity dilemmas.

Course Duration: 3 years

Modules:

- Creativity Management
- Business Management
- Project Management
- Economics
- Financial Management

Admission Requirements:

- Matric Certificate
- Copies of all statements of results and / or qualifications (certified)

Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT)

Recognition of Prior Learning (RPL) refers to the principles and processes through which the prior knowledge and skills of a person are made visible, mediated and rigorously assessed and moderated for the purposes of alternative access and admission, recognition and certification, or further learning and development. RPL may be used to grant access to a qualification programme, or advanced standing/exemption from modules or courses constitutive of a particular qualification. Credit Accumulation and Transfer refer to the relocation of credits towards a qualification or part qualification on the same or different level between different programmes, departments or institutions. Types of Recognition of Prior Learning Available:

- RPL for Access.
- RPL by Challenge Assessment.
- Credit Accumulation and Transfer: Applies to registered and accredited modules and credits from registered and accredited Education Institutions.

Contact us to learn more.

About the Da Vinci Institute:

The Da Vinci Institute is a school of managerial leadership that focusses on the management of Technology, Innovation, People and Systems (TIPS™). Da Vinci prides itself on state-of-the-art thinking in all aspects of technology, people and innovation management. The Da Vinci Institute plays a pivotal role in facilitating government initiatives and leading industrialists through high-level think tanks and the tt100 awards program. Da Vinci has also aligned itself with other institutes, such as the Applied Creativity Institute, to further its reach in achieving its goal to equip managerial leaders with a diverse range of skills.

Purpose

To cultivate managerial leaders.

Dream

To contribute to the development of a sustainable society.

Principles

The Da Vinci Institute is founded in the legendary Seven Da Vincian Principles as follows:

- Seeking the truth (Curiosita)
- Taking responsibility (Dimostrazione)
- Sharpening awareness (Sensazione)

- Engaging the shadow (Sfumato)
- Cultivating balance (Scienza)
- Nurturing integration (Corporalita)
- Embracing holism (Conessione)

The Da Vinci Institute aligned with The Applied Creativity Institute

Co-creating reality.

Da Vinci offers a wide spectrum of educational programmes through partners such as the Applied Creativity Institute to create a cadre of managerial leaders who have the competence to lead their organisations successfully.

The Da Vinci Institute is registered with the Department of Higher Education and Training and is accredited by the Council of Higher Education as a Private Higher Education Institution.

Contact Details for Course Enquiries

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