



**BUCO 450 Communication for Organizations:  
Exploring Creativity  
2-units / May be taken for a grade or P/NP  
Spring 2014 / Prof. E.L. Dipprey**

I invite you to join me in a course I'll be teaching this spring entitled, *Communication for Organizations: Exploring Creativity*. This 2-unit seminar is limited to 24 students and will focus on communication strategies that contribute to intrapersonal, interpersonal, and organizational success through an exploration of creativity in business. *You do not have to 'be creative' to take this course.*

We will explore our own creativity while examining the nature of the creative process, seek to understand the challenges of managing creativity and innovation in business, and examine creativity as a problem solving tool. This exploration will take place through the lens of communication—the strategic tool that allows for the balance of creativity and constraint. In our highly participative exploration, we will:

- Draw from the work and ideas of humorists, scientists, CEOs, artists, and you.
- Experiment with creative tools for solving complex problems.
- Explore the role of managerial communication in the creation of environments in which innovation can be fostered, sustained, and measured.
- Examine the innovation strategies and cultures of innovation employed by successful companies and the communication challenges inherent in developing new ideas across cultures and through technology.
- Advance our skills as thinkers, writers, speakers, collaborators, and innovators while immersed in a dynamic learning community.

**The 2-unit course will meet from 2:00 – 3:50 p.m. on Thursdays (BUCO 450 / Section 15198). It will be a stimulating journey—and we should have a bit of fun along the way.**

**USC Marshall**

School of Business

*Center for Management Communication*