

CREATIVITY AND INNOVATION (MINOR)

Program Description

The minor in Creativity and Innovation is designed to help students gain a deeper understanding of their existing and evolving creative and innovative selves and, importantly, to help everyone gain greater confidence in these areas. The minor in Creativity and Innovation complements other studies that students undertake by equipping them with tools that enable them to develop further the ideas and artifacts they build in their majors. Beyond this, creativity and innovation are very significant tools that will pay dividends to students in future careers of any type.

Program Requirements

Course	Title	Credits
PCIX-SHU 101	Creativity Considered	4
Any PCIX or IMBX course		4
Choose four credits from a Design Thinking Course:		4
PCIX-SHU 103	Life Design	
PCIX-SHU 201	Design Thinking	
PCIX-SHU 241	Creative Learning Design	
Choose eight credits from Creativity and Innovation Elective courses:		8
PCIX-SHU 202	Communicating for Influence	
PCIX-SHU 301	Entrepreneurship Experienced	
IMBX-SHU 210	The Strategist	
IMBX-SHU 222	Reinventing the Brand	
SOCS-SHU 207	Urban and Architectural Design in China	
SOCS-SHU 318	Ethnographic Methods	
BUSF-SHU 225	Negotiation and Consensus Building	
MKTG-SHU 110	Practicum on Innovation and Branding	
Total Credits		20

Policies

Minor Policies

1. Students may minor in subjects outside of their major. A minor in a secondary subject enables a student to acquire a useful understanding of concepts and analysis without the same degree of coverage as would be obtained in a major. A grade of C or better is required for a course to be counted toward a minor. If a student fails a course required for the minor, the course must be retaken at NYU; a course taken outside the University will not normally be allowed to substitute for a minor requirement. No course for the minor may be taken as pass/fail. Students may use Core Curriculum classes to fill minor requirements but at least 12 credits of the minor must be unique to the minor, meaning that it is not double-counted with any other major, minor, or core requirement.

Additionally, no single course may be used to meet more than two requirements.

2. Due to the similarity of the curriculum, Interactive Media + Business (<https://bulletins.nyu.edu/undergraduate/shanghai/programs/interactive-media-business-bs/>) major students are not eligible to pursue the Creativity and Innovation minor.

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

NYU Shanghai Policies

Additional academic policies can be found on the NYU Shanghai Academic Policies page (<https://bulletins.nyu.edu/undergraduate/shanghai/academic-policies/>).