

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
PCIX-SHU 102	Experience Studio	2
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		18

Policies

Minor Policies

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/>).