

Lessons Learned Introducing TRIZ in a Creativity and Innovation Course

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This paper offers a brief summary of lessons learned after three iterations introducing/integrating TRIZ into a one-semester Creativity and Innovation course. The course is housed in the Economics & Business Department at a private liberal arts college; the course is offered as a non-technical Management elective and exposes students to multiple creativity and innovation tools. The paper highlights the author's successful and unsuccessful approaches to introducing/integrating TRIZ (methods of instruction, resources, testing/quizzes, in-class exercises, application assignments, etc.). The benefits and challenges of introducing TRIZ in this type of academic setting are discussed. The paper encourages readers to experiment with different ways to introduce TRIZ into existing curricula at colleges and universities to help diffuse knowledge about TRIZ.

Biography:



Dr. Tim Schweizer teaches business courses at Luther College, including a course titled Creativity and Innovation. He has served as a Visiting Lecturer for the Master of Arts in Creativity and Innovation at the University of Malta. He holds a Ph.D. in Business Administration and an MBA from the University of Arkansas. He earned his B.A. in Management from Luther College. Dr. Schweizer is a certified trainer in Edward de Bono's thinking methods. He is also an active participant in the global TRIZ community, having served as Vice President of the Altshuller Institute for TRIZ Studies. Tim has served as a consultant to Wal-Mart, the Mayo Clinic, and the U.S. Department of Energy.