



EXCEL
INTERNATIONAL

Course Name: Idea Generation Techniques

1. Course Module Structure

This course is divided into 10 structured modules designed to enhance creativity, innovation, and problem-solving abilities. Each module builds progressively, helping learners generate, refine, and implement ideas effectively in both academic and real-world scenarios.

2. Module, Topic & Description for 10 Modules

Module 1: Introduction to Idea Generation

Topics:

- What is idea generation?
- Importance of creativity in problem-solving
- Characteristics of a creative thinker
- Common barriers to idea generation

Module 2: Observation and Inspiration

Topics:

- Observing the environment for ideas
- Identifying trends and patterns
- Learning from examples and case studies
- Asking questions to spark creativity

Module 3: Brainstorming Techniques

Topics:

- Basics of brainstorming
- Individual vs group brainstorming
- Rules for effective idea generation
- Overcoming mental blocks

Module 4: Mind Mapping and Visualization

Topics:

- Introduction to mind mapping
- Visualizing connections between ideas
- Tools and techniques for idea mapping
- Enhancing clarity and focus

Module 5: Lateral Thinking

Topics:

- Thinking outside the box
- Challenging assumptions
- Creative problem-solving exercises
- Lateral thinking techniques (e.g., random input, reversal)

Module 6: Ideation Strategies

Topics:

- SCAMPER technique
- Role-playing and scenario analysis
- Combining ideas for innovation
- Selecting promising ideas

Module 7: Collaborative Idea Generation

Topics:

- Team creativity dynamics
- Group ideation methods
- Conflict resolution in creative teams
- Building on others' ideas effectively

Module 8: Evaluating and Refining Ideas

Topics:

- Criteria for idea evaluation
- Feasibility and impact analysis
- Prioritizing ideas for implementation
- Iterative improvement techniques

Module 9: Applying Ideas in Real Life

Topics:

- Implementing ideas in projects or assignments
- Case studies of innovative solutions
- Turning concepts into actionable plans
- Tracking results and outcomes

Module 10: Practice and Assessment

Topics:

- Creative exercises and challenges
- Scenario-based ideation
- Peer review and feedback

- Final evaluation and reflection