

SYLLABUS

Basic data case			
Academic Unit:	Faculty of Tourism and Environment		
Course Title:	Innovation and new product development		
level:	Bachelor		
Course Status:	Elective		
Year of study:	III		
Number of hours per week:	4		
Credits - ECTS:	5		
Time / location:			
The teacher of the course:	Prof.asistent.dr.Aberta Tahiri		
Contact details:	Alberta.Tahiri@ushaf.net		
Course Description			
	<i>The module is designed to provide students with knowledge of the process technology innovation, enterprise innovation, innovation in research, development of new business, the existence of the business and the creation of market vendors.</i>		
Objectives of the course			
	<i>The main objective of this module is that through this module students learn about the concept of innovation and its importance in the organization including managing the process.</i>		
Learning outcomes:			
	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>know the main types of concepts and knowledge,</i> • <i>recognize the application of the transformation of ideas into innovation,</i> • <i>demonstrate knowledge of the interrelationships between creative innovation and entrepreneurship,</i> • <i>understand the importance of the business environment for innovation.</i> 		
Burdened student contribution in (which is therefore must correspond with results Chat student caching)			
activity	hour	Day / week	Overall
Lectures	4	15	60
Practical work			
Contacts with teacher / consultations	1	1	1
Field exercises			
Test , seminars			
Homework			
Self learning time student (at the	3	15	45

library or at home)			
Final preparation for the exam	3	6	18
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.			
Total			126
Teaching Methodology:			
	<i>Lectures and exercises combined with case studies and class discussion</i>		
Assessment methods:			
	<ul style="list-style-type: none"> - I-st Evaluation: 0-35% - II-nd Evaluation 0-35% - Exercises, seminars 0-30% <p><i>Final exam 100%</i> <i>Estimated final exam with 100% of the grade. The exam consists of questions with possible answers, open questions, and a case study.</i></p>		
Literature			
Basic literature:	<ol style="list-style-type: none"> 1. Roger D.Blackwell, Paul W. Miniard, James F.Engel – <i>Consumer Behavior</i>, 2006 2. R. Kerin, E. Berkowitz, S. Hartley & W. Rudelius,(2003), <i>Marketing</i>, 7th edition, Irwin/McGraw-Hill. 3. <i>The Innovator's Dilemma</i>, Clayton M. Christensen, Clayton Christensen, HarperCollins Publishers,2003 		
Additional literature:	<ol style="list-style-type: none"> 4. K. Gorica, Kocolari N. (2002) <i>Produkti turistik</i>, Tirane 		
Designed learning plan:			
Week	Lectures to be held		
Fist week:	<i>The understanding of tourism and tourstic product</i>		
Second week:	<i>Touristic product</i> <i>Categorization of touristic product</i> <i>Touristic product in adequate space</i>		
Third week:	<i>Urban tourism and touristic product</i> <i>The supply of the urban tourism</i> <i>Apart from the cities</i> <i>Infrastructure of urban tourism</i>		
Fourth week:	<i>Touristic products in rural tourism</i> <i>Rural tourism- interpretations of rural tourism</i> <i>Organizational system of village tourism</i> <i>Entertainment and rural tourism supply</i> <i>Withdrawl in rural tourism</i>		

	<i>Qualification system</i> <i>Characteristics of the request in rural tourism</i>
Fifth week:	<i>Touristic product in health tourism</i> <i>Health tourism</i> <i>Social environments</i> <i>Natural environment</i> <i>Technologic environment</i> <i>Political environment</i> <i>Cooperation with other products</i> <i>Practice of product's development</i> <i>The research characteristics of health tourism</i> <i>Price of touristic product</i>
Sixth week:	<i>Cultural tourism; touristic product</i>
Seventh week:	<i>1st exam</i>
Eighth week:	<i>Active tourism and touristic product</i> <i>Definition and hisotrvical elements of active tourism</i> <i>Infrastructure of tourism</i> <i>Tourists' motivation, touristic behavior;</i> <i>Active tourism in Kosovo</i> <i>Development of products and its practice</i> <i>Active products of tourism chosen by regions</i>
Ninth week:	<i>Ecotourism and development of touristic product</i> <i>Concept and ecotourism history</i> <i>Elements of supply</i> <i>Entertainment</i> <i>Infrastructure of ecotourism in Kosovo</i>
Tenth week:	<i>Touristic product in summer and gastronomy's tourism</i>
Eleventh week:	<i>Entertaining parks as part of the touristic product</i> <i>History of tourism and its product</i>
Twelwth week:	<i>Tourism- Meetings, conferences, symposiums</i> <i>Karakteristikat e kërkesës.</i> <i>Trade functioning, Types of tourism and business trips</i> <i>Tourism of conferences</i> <i>Exhibitions Ekspozitat.</i>
Thirteenth week:	<i>Trading of the touristic product:</i> <i>Sale of touristic product</i> <i>Description of sale process Sale process of touristic product</i> <i>Direction, orgnaization and control of the sale process</i> <i>Distribution of touristic product</i> <i>Organisation of distribution of touristic product</i>
Fourteenth week:	<i>2nd test</i>
Fifteenth week:	<i>Presentation of group-projects</i>

Academic policies and rules of conduct:

Regular attendance, to maintain the peace and active engagement in dialogue during lectures and exercises is obligatory.