

## SYLLABUS

Course basic data	
<b>Academic unit:</b>	<b>Faculty of Tourism and Environment</b>
<b>Course title:</b>	<b>Innovation and creativity techniques</b>
<b>Level:</b>	<b>Bachelor</b>
<b>Course status:</b>	<b>Mandatory</b>
<b>Year of study:</b>	<b>I</b>
<b>Number of hours per week:</b>	<b>3</b>
<b>Value in credits – ECTS:</b>	<b>5</b>
<b>Time / location:</b>	
<b>Course leader:</b>	<b>Prof. As. Dr. Arbresha Meha</b>
<b>Contacting details:</b>	<a href="mailto:arbresha.meha@ushaf.net">arbresha.meha@ushaf.net</a>
Course description	
<b>Course description</b>	This course addresses innovation and creativity as essential elements of business development, growth and sustainability. Communicating new ideas in an innovative and attractive way, approaching problems from new perspectives and producing new solutions will be addressed in this course, and students will gain skills to explore new ideas, ways and methods/new products, and building of an environment to support these activities.
<b>Course aims:</b>	The aim of the course is students to learn how to apply the concepts, techniques and principles of innovation and creativity in new ventures and within existing organizations. Students will also learn how to solve problems using imagination, storytelling, and design thinking processes. Topics covered include trend analysis, data visualization, market predictive techniques, design thinking, leading innovative teams, prototyping and developing and leading innovation teams.
<b>Learning outcomes:</b>	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> <li>• understand the nature of creativity and innovation,</li> <li>• identify ways to turn creativity into knowledge, ideas, opportunities and action,</li> <li>• analyze data to gain insights, recognize patterns, and discover trends and patterns for use as innovation catalysts,</li> <li>• apply innovation techniques across organizational settings and in decision making processes.</li> </ul>
Contribution in Student's learning ( should correspond with Students learning outcomes)	

Activity	Hrs	Day/week	In total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	4	8
Exercises in the field (study visits)	3	2	6
Tests, seminars	1	1	1
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
<b>Total</b>			<b>125</b>

<b>Teaching methodology:</b>	The course will take place in duration of 15 weeks, with 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about the innovation processes and creativity techniques, and 1 hour in class group exercises. The exercises will be held in group where the real case studies will be analyzed and discussed in group. This way of organizing the exercises will help students to acquire the theoretical concepts and its relation with practical aspects through the application of creative techniques and testing of ideas in products / services.
<b>Assessment methods:</b>	Midterm test 20% Attendance and participation 10% Final exam 70% (Final exam will be comprised by different multiple choice questions, open questions, and a case study analysis).
<b>Literature</b>	
<b>Basic Literature:</b>	<ol style="list-style-type: none"> <li>1. Brown, T. (2019). Change by Design, Revised and Updated: How Design Thinking Transforms Organizations and Inspires Innovation. HarperCollins Publishers.</li> <li>2. Michaelko, Michael, 2001. Cracking Creativity: The Secrets of Creative Genius. Ten Speed Press.</li> </ol>
<b>Supplementary Literature:</b>	<ol style="list-style-type: none"> <li>1. Hill, L., Brandeau, G., Truelove, E., Lineback, K. (2014). Collective Genius: The Art and Practice of Leading Innovation. Harvard Business Press.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Girotra, K. &amp; Netessine, S. (2014). <i>The Risk Driven Business Model: Four Questions that will Define your Company</i>. Harvard Business Press.</li> <li>3. Drucker, P., Christensen, C., Govindarajan, V. (2013). <i>HBR's 10 Must Reads on Innovation</i>. Harvard Business Press.</li> </ol>
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<b>Lectures timeline:</b>	
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Week	Lectures
<b>Fist week:</b>	<i>Introduction - the nature of innovation</i>
<b>Second week:</b>	<i>Innovation contexts and catalysts for innovation</i>
<b>Third week:</b>	<i>Customer centered innovation</i>
<b>Fourth week:</b>	<i>Innovation practices and tools of engagement</i>
<b>Fifth week:</b>	<i>Identifying consumer trends</i>
<b>Sixth week:</b>	<i>Study visit</i>
<b>Seventh week:</b>	<i>Creativity techniques</i>
<b>Eighth week:</b>	<i>Student assessment – Midterm test</i>
<b>Ninth week:</b>	<i>Creative problem solving</i>
<b>Tenth week:</b>	<i>The power of stories</i>
<b>Eleventh week:</b>	<i>Introduction to prototyping</i>
<b>Twelwth week:</b>	<i>Study visit</i>
<b>Thirteenth week:</b>	<i>Building, leading and supporting innovation teams</i>
<b>Fourteenth week:</b>	<i>Innovation culture and preservation</i>
<b>Fifteenth week:</b>	<i>Innovation and creativity in products / services</i>

<b>Academic policies and rules of conduct:</b>
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Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.
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