

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Management ustvarjalnosti in inoviranja
Course title:	Creativity and Innovation Management

ECTS 6

Namen predmeta:

Namen je pridobitev kompetenc povezanih z razvojem inovativnih izdelkov, storitev in procesov. To zahteva kreativne pristope, ki jih bo predmet prikazal, tudi skozi prakso. Drugi del pa je namenjen predstavitvi in osvajanju konceptov in praktičnih pristop obvladovanja inovacijskih procesov.

Course purpose:

The purpose is to achieve competences related to development of innovative products, services and processes. It requires creative approaches that the subject will present, also through practice. The second part is designed to introduce and get familiar with concepts and practical approaches to managing innovation processes.

Vsebina:

1. Osnovni pojmi, povezani z ustvarjalnostjo v inovativni družbi.
2. Metode identifikacije inovacijskih priložnosti.
3. Ustvarjalno razmišljanje in reševanje izzivov.
4. Ocena izvedljivost in tržni potencial novosti.
5. Sodobni pristopi razvoja inovativnih proizvodov.
6. Tehnologija kot pospeševalec razvoja.
7. Obvladovanje scenarijev prihodnosti.
8. Praktični vidiki varovanje know-howa in intelektualne lastnine.
9. Ustvarjalni procesi in motiviranje zaposlenih.
10. Osnove inovacijskih in RR strategij v organizaciji.

Content (Syllabus outline):

1. Basic terminology related to creativity within the innovation society.
2. Methods for identifying innovation opportunities.
3. Creative thinking and solving of challenges.
4. Feasibility study and evaluation of market potential of novelty.
5. Modern approaches of innovative products' development.
6. Technology as an enabler of development.
7. Manage the scenarios of the future.
8. Practical aspects of know-how and intellectual property protection.
9. Creative processes and employee motivation.
10. Basics of innovation and R&D strategies in organisation.

Predvideni študijski rezultati:

Znanje in razumevanje, spretnosti:

Pridobitev znanj (glej: Vsebina) in obvladovanje celovitih delovnih procesov, ki so z njimi povezani v različnih delovnih okoljih.
 Študent bo zmožen razumevanja pomena kreativne intelligence.
 Študent bo zmožen :
 - učinkovitega obvladovanja kompleksnih procesov inoviranja v organizaciji,
 - prek aktivno pridobljenega znanja ter praktičnih izkušenj se spopasti z izzivi sodobne družbe.
 Študent bo sposoben:
 - načrtovanja ter celovitega samostojnega izvajanja pristopov k razvoju inovativnih proizvodov in storitev,
 - povezovanja inovacijske dejavnosti z RR sfero ob upoštevanju trendov in izzivov prihodnosti.

Intended learning outcomes:

Knowledge and understanding, skills:

Knowledge acquisition (see: Content) and mastering the core comprehensive work processes associated with them in different work environments.
 Student will be able to understand the importance of creative intelligence.
 Student will be able to:
 - efficiently manage complex innovation processes within the organisation,
 - cope with the challenges of modern society through actively acquired knowledge and practical experience.
 Student will be able to:
 - plan and independently and comprehensively perform approaches to the development of innovative products and services,



- integrate innovation activity with the RR sphere, taking into account the trends and challenges of the future.