

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Ustvarjalnost in inovativnost
Course title: Creativity and Innovation

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	drugi, tretji / second, third	drugi / second
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type

izbirni / optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20		40			120	6

Nosilec predmeta / Lecturer:

izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, Ph.D.

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenščina, angleščina / Slovene, English

Vaje / Tutorial: slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Uvod v predmet
- Vloga ustvarjalnosti in inovativnosti v družbi in poslovnem okolju
- Kontekstualni in razvojni vidik tehnik kreativnega razmišljanja
- Pomen globoke relaksacije in spanja
- Pojem divergentnosti v kontekstu sodobne družbe
- Ključna načela in tehnike
- Znanje in veščine učenja v okviru tehnik ustvarjalnega in kreativnega mišljenja
- Aplikacije tehnik kreativnega razmišljanja v organizacijah s poudarkom na oglaševanju in prodaji

Content (Syllabus outline):

- Introduction to the course
- The role of creativity and innovation in the society and business
- Contextual and developmental aspects of creative thinking techniques
- The role of deep relaxation and sleeping
- Divergence in the context of modern society
- Key principles and techniques
- Knowledge and skills of learning in the framework of the creative thinking techniques
- Applications of creative thinking techniques in organisations focusing on sales and advertising

- Etika

- Ethics

Temeljni literatura in viri / Readings:

- De Bono, E. 2005. *Šest klobukov razmišljanja*. Ljubljana: New Moment.
- De Bono, E. 2006. *Lateralno razmišljanje*. Ljubljana: New Moment.
- Horgie, O. 2010. *Skilled Interpersonal Communication: Research, Theory and Practice*. Routledge.
- Hartley, P. 1999. *Interpersonal Communication*. London: Routledge.
- Kotler, Philip. 2004. *Management trženja*. Ljubljana: GV Založba.
- Kovačič, A. 2014. *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.
- Kompare, A. in dr. 2001. *Psihologija: Spoznanja in dileme*. Ljubljana: DZS.
- O'Connor, Joseph, Lages, Andrea. 2007. *How coaching works*. A & C Black Publishers Ltd.
- Pečjak, V. 2001. *Poti do novih idej*. Ljubljana: New Moment.
- Sloane, T. O. 2001. *Encyclopedia of Rhetoric*. Oxford : Oxford University Press.
- Wetherbe, M. James, Wetherbe, M. Bond. 2005. *Veščine sporazumevanja*. Orbis, Ljubljana.

Cilji in kompetence:

Cilj predmeta je pridobiti veščine in tehnike kreativnega mišljenja.

Kompetence:

- sposobnost reševanja konkretnih problemov v poklicnem okolju;
- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje koncepta kakovosti in vztrajno prizadevanje za kakovost strokovnega dela skozi avtonomnost,

Objectives and competences:

The course objective is to acquire skills and techniques of creative thinking.

Competences:

- ability to solve concrete problems in the professional environment;
- mastering techniques, methods and procedures that are relevant to successful professional work;
- ability to flexibly apply knowledge in practice;
- knowledge of the concept of quality and persistent efforts for the quality of professional work through autonomy, (self)criticality,

(samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;

- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- strokovno utemeljeno poznavanje in razumevanje družbene vloge medijev;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev s pomočjo reševanja teoretičnih, empiričnih ali praktičnih problemov;
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih ustreznih strokovnih znanj in praktičnih veščin brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče;
- plodno komuniciranje z različnimi deležniki na področju medijev.

(self)reflexivity and (self)evaluation in professional work;

- ethical reflection and commitment to professional ethics in the social environment with conscientious respect for the principle of truthfulness, freedom; responsibility, openness, tolerance, pluralism, creativity, originality, balance, fairness, honesty;
- ability to identify and take advantage of opportunities offered in the work and social environment (which are manifested as an entrepreneurial spirit and active citizenship);
- knowledge and mastery of processes and techniques of creative creation of media content;
- the ability to integrate coherently mastered basic knowledge acquired in compulsory subjects and its application in practice;
- development of skills in the application of knowledge in the field of media through the solution of theoretical, empirical or practical problems;
- ability to use information and communication technology and systems in the field of media and media production;
- education and development of the need for independent creation on the basis of acquired relevant professional knowledge and practical skills without which the operation of individuals and groups in modern media organizations is simply impossible;
- fruitful communication with various stakeholders in the field of media.

Predvideni študijski rezultati:

Znanje in razumevanje:

- opredelitev osnovnih pojmov in prvin kreativnega razmišljanja;
- pojasnilo odgovornosti različnih oddelkov v organizaciji glede uporabe tehnik ustvarjalnega razmišljanja;
- postavljanje ciljev izboljšav v organizaciji;

Intended learning outcomes:

Knowledge and understanding:

- definitions of basic concepts and basics of creative thinking techniques;
- explanation of responsibility of different departments in organisations regarding the use of creative thinking techniques;
- setting the goals for improvement in organisations;

- aplikacijo tehnik v dnevne aktivnosti vodenje in prodaje – pojasnilo študije primerov: opis postopka kriznega komuniciranja;
- pojasnitev in demonstracijo tehnik za vodenje poslovnih sestankov in pogajanj;
- pripravo javne predstavitve na podlagi naučene strukture;
- izdelava učinkovitega pisnega sporočila v kontekstu korporativnega komuniciranja v različnih kulturnih okoljih.

- the application of techniques in daily sales and management activities – the explanation of case studies: the description of steps in crisis communication management;
- the explanation and demonstration of techniques in leading business meetings and negotiations;
- the preparation of public presentation on the basis of learned structure;
- the creation of effective written message in the context of corporate communication in different cultural environments.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- Sprotne naloge na vajah in doma (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre)
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- Eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje)
- Individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)

Learning and teaching methods:

- Lectures with active student participation (explanation, discussion, questions, cases, problem solving)
- Seminars at workshops and home assignments (reflexion about experiences, project work, team work, method of critical thinking, discussion, feed-back, social games)
- Use of online classroom or other contemporary ICT tools
- Experimental exercises based on experience, co-operation, problem learning (individual study, discussion, explanation, observation, team work, case study, method of critical reading and writing, role play, co-operative learning, portfolio, evaluation and self-evaluation)
- Individual consultations (discussion, additional explanation, treatment of specific questions)

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> • Pisni/ustni izpiti • Seminarske vaje • Eksperimentalne vaje 	50% 20% 30%	Types: <ul style="list-style-type: none"> • Written/oral exam • Seminar work • Experiment practice Grading is in accordance with the Faculty's evaluation Ordinance.

Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		
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Reference nosilca / Lecturer's references:

KOVAČIČ, Andrej, REK, Mateja. Online Exposure and Critical Thinking. V: MILEVA-BOSHKOSKA, Biljana (ur.). *Book of Abstracts, 7th International Conference on Information Technologies and Information Society, ITIS 2015, Otočec, Slovenia, 4-6 November 2015*. Novo mesto: Faculty of Information Studies. 2015, str. 12.

KOVAČIČ, Andrej, PODGORNIK, Nevenka. The sociological view of a late-modern individual's identity. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2017, vol. 10, no. 2, str. 21-41, ilustr. <http://www.iiass.com/pdf/IIASS-volume10-number2-2017.pdf>, doi: 10.12959/issn.1855-0541.IIASS-2017-no2-art02. [COBISS.SI-ID 4784891].

KOVAČIČ, Andrej, ZAKRAJŠEK, Srečo. Uporaba zaslonov in medijska pismenost predšolskih otrok v vrtcih. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2017, letn. 32, št. 2, str. 18-32, ilustr.

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257, tabele. <http://www.educationalrev.us.edu.pl/e45/a20.pdf>, doi: 10.15804/tner.2016.45.3.20.

KOVAČIČ, Andrej, MAVRI, Barbara, REK, Mateja. Predšolski otroci in vpliv medijev. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2016, letn. 31, [št.] 2, str. 20-35, graf. prikaz, tabele.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Can mental health be viewed as a public social problem? *The International journal of mental health*, ISSN 0020-7411, 2014, vol. 43, no. 2, str. 52-69.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Conceptualization of mental constructs in clients attending reality orientation therapy. *Raziskave in razprave*, ISSN 1855-6280, 2014, vol. 7, no. 1, str. 3-30.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. The Influence of gambling on criminal activities in the region of Goriška. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 1, str. 135-154, ilustr. <http://www.iiass.com/pdf/IIASS-Volume6-Number1-2013.pdf>.