

**UČNI NAČRT PREDMETA / COURSE SYLLABUS****Predmet:** Ustvarjalnost in inovativnost**Course title:** Creativity and Innovation

Izobraževalni program in stopnja Educational programme and level	Študijska smer Study field	Semester Semester
<b>Neformalno izobraževanje:</b> FUDŠ AKADEMIJA: Menedžment ljudi v organizacijah / <b>Non-formal education:</b> SASS ACADEMY: Management of People in Organizations	Socialni menedžment / Social management	Drugi / Second
<i>Nivo: visokošolski strokovni študijski program (VS) / Level: higher professional study programme (BA)</i>		

**Vrsta predmeta / Course type**

Obvezni / Obligatory

**Univerzitetna koda predmeta / University course code:**

UI / CI

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	30	0	0	100	5

**Nosilec predmeta / Lecturer:**

doc. dr. Janez Kolar / Assist. Prof. Janez Kolar, Ph.D.

**Jeziki /  
Languages:**

<b>Predavanja / Lectures:</b>	Slovenski / Slovenian, Angleški / English
<b>Vaje / Tutorial:</b>	Slovenski / Slovenian, Angleški / 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

**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

- Znanje in veščine učenja v okviru tehnik ustvarjalnega in kreativnega mišljenja
- Aplikacije tehnik kreativnega razmišljanja v organizacijah s poudarkom na oglaševanju in prodaji
- Etika

- 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
- Ethics

### Temeljni literatura in viri / Readings:

Buzan, Tony. *Mind Map Mastery (2018): The Complete Guide to Learning and Using the Most Powerful Thinking Tool in the Universe*. Watkins Publishing.

Norman, Don (2013): *The Design Of Everyday Things*. Basic Books.

Gradivo, obravnavano na predavanjih in vajah. / Materials discussed during lectures and tutorials.

### Cilji in kompetence:

Cilj predmeta je pridobiti veščine in tehnike kreativnega mišljenja.

Pridobitev splošnih kompetenc:

- razvoj kritične in samokritične presoje;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- sposobnost divergentnega mišljenja, kritičnega presojanja, ustvarjalnosti in premagovanja problemov.

Pridobitev predmetno-specifičnih kompetenc:

- poznavanje in razumevanje procesov kreativnega razmišljanja ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- fleksibilna uporaba znanja v praksi.

### Objectives and competences:

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

Acquisition of general competences:

- developing critical and self-critical judgment;
- the ability to identify and take advantage of the opportunities offered in the work and social environment (manifesting as entrepreneurial spirit and active citizenship);
- ability to diverge, think critically, be creative and overcome problems.

Acquisition of course-specific competences:

- knowledge and understanding of creative thinking processes together with the ability of their analysis, synthesis, prediction of solutions and their consequences;
- the ability to obtain, select, evaluate and position new information and the ability to interpret it in the context of the social sciences;
- flexible use of knowledge in practice.

### Predvideni študijski rezultati:

Znanje in razumevanje:

### Intended learning outcomes:

Knowledge and understanding:

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

- 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;
- 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 izkušenskem, 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)

Delež (v %) / Weight (in %) **Assessment:**

Načini:		Types:
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<ul style="list-style-type: none"> <li>• Pisni/ustni izpiti</li> <li>• Seminarske vaje</li> <li>• Eksperimentalne vaje</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50%</p> <p>20%</p> <p>30%</p>	<ul style="list-style-type: none"> <li>• Written/oral exam</li> <li>• Seminar work</li> <li>• Experiment practice</li> </ul> <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
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#### Reference nosilca / Lecturer's references:

KOLAR, Janez, BESEDNJAK VALIČ, Tamara. *Social aspects of technology diffusion: Danube Region HPC Case*. London; Budapest; Ljubljana: Vega Press, cop. 2021.

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Three scenarios of innovation and technology transfer: the case of key enabling technologies in the Danube Region. *Journal of engineering and applied sciences*. 2020, vol. 15, iss. 21, str. 3619-3623.

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Fighting the big bad wolf of global trends: technology transfer between HPC centres and SMEs. *Digital policy, regulation and governance*. 2022, vol. 24, iss. 6, str. 498-512.

KOVAČIČ, Andrej, RASPOR, Andrej, KOLAR, Janez, ŽEZLINA, Janez. Absenteeism in Slovenian companies. *Innovative issues and approaches in social sciences*. 2021, vol. 14, no. 1, str. 19-32.

KOLAR, Janez. Possible connections between global competitiveness index, world happiness index and cultural dimensions in Danube river region countries through the prism of social fields theory. V: BELE, Darko (ur.), WEIS, Lidija (ur.), MAHER, Neva (ur.). *Sustainable development under the conditions of European integration: collective monograph*. Ljubljana: VŠPV, Visoka šola za poslovne vede: = Ljubljana School of Business, 2019.

KOLAR, Janez. Opportunities for acceleration of diffusion of technology with a little help of organizational culture. V: WEIS, Lidija (ur.), KOVAL, Viktor (ur.), AŠKERC ZADRAVEC, Katarina (ur.). *Workshop on Social Research: Eastern European Conference of Management and Economics: EECME 2020: proceedings of the 2nd international scientific conference: May 29, 2020, Ljubljana, Slovenia*. Ljubljana: Ljubljana School of Business.