

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 / elective

Univerzitetna koda predmeta / University course code:

UI / CI

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		40			120	6

Nosilec predmeta / Lecturer:

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

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

poudarkom na oglaševanju in prodaji.

- Etika.

techniques in organisations focusing on sales and advertising

- Ethics

Temeljni literatura in viri / Readings:

Lee, Terence, O'Mahony, Lauren, Lebeck, Pia. 2023. *Creativity and Innovation. Everyday Dynamics and Practice*. Springer Nature Singapore.

Sloane, Paul. 2023. *Lateral Thinking for Every Day: Extraordinary Solutions to Ordinary Problems*. Koga Page.

Cilji in kompetence:

Cilj predmeta je pridobiti veščine in tehnike kreativnega mišljenja.

- 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, (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, uravnoteženosti, 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,

Objectives and competences:

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

- 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, (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)
- Professionally substantiated knowledge and understanding of the social role of the media
- Knowledge and mastery of processes and techniques of creative creation of media content
- The ability to integrate coherently mastered basic knowledge acquired in

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.

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;
- razumevanje odgovornosti različnih oddelkov v organizaciji glede uporabe tehnik ustvarjalnega razmišljanja;
- postavljanje ciljev izboljšav v organizaciji;
- aplikacija tehnik v dnevne aktivnosti vodenje in prodaje – pojasnilo študije primerov: opis postopka kriznega komuniciranja;
- pojasnitev in demonstracija tehnik za vodenje poslovnih sestankov in pogajanj;
- priprava javne predstavitve na podlagi naučene strukture;
- izdelava učinkovitega pisnega sporočila v kontekstu korporativnega komuniciranja v različnih kulturnih okoljih.

Intended learning outcomes:

Knowledge and understanding:

- Definitions of basic concepts and basics of creative thinking techniques
- Understanding 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 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 participation of students (explanation, discussion, questions, examples, 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 and group consultations (discussion, additional explanation, addressing specific issues)

Načini ocenjevanja:

Načini:	Delež (v %) / Weight (in %)	Assessment: Types:
<ul style="list-style-type: none"> • Pisni/ustni izpiti • Seminarske vaje • Eksperimentalne vaje 	50% 20% 30%	<ul style="list-style-type: none"> • Written/oral exam • Seminar work • Experiment practice
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.

Reference nosilca / Lecturer's references:

KOLAR, Janez. Hofstede cultural dimensions and innovativeness in the Danube region. V: AŠKERC ZADRAVEC, Katarina (ur.). *EECME conference 2023: Future Challenges of Management: conference abstracts: 5th Eastern European Conference of Management and Economics: hybrid conference: Slovenia, Ljubljana School of Business, May 25, 2023*. Ljubljana: Ljubljana School of Business, 2023.

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.

ARNAUT, Dino, BEĆIROVIĆ, Damir, KOLAR, Janez. Improving attractiveness of frontier markets using blockchain technology. *Facta Universitatis. Series Electronics and energetics*, 2024.

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša, PANDILOSKA JURAK, Alenka. Key policy mechanisms supporting the University–Industry collaboration in the Danube region: case study of academic HPC centres and SMEs. *European journal of management and business economics*. 2023.

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.

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.