

Title of the Course		INNIVATION MANAGEMENT	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Basics in entrepreneurship		
Science Sector	Management science		
Science Subsector	Entrepreneurship management		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		12	
Individual work/ discussions in distance		16	
Exams/tests		4	
1 <sup>st</sup> level professional study programme	Business Logistics		
Author(s) of the course	Elīna Miķelsone, <i>MBA, Ph.D</i>		
Lecturer(s) of the course	Elīna Miķelsone, <i>MBA, Ph.D</i>		
Goal of the course:	To develop the skills of creative thinking for the creation of new products/services with business sustainability.		
Requirements for obtaining credit points (structure of course evaluation):	<p>The evaluation consists of 2 parts:</p> <p>1) Creative task in a form of a discussion: using SCAMPER method in order to create ideas in a form of a discussion for the above mentioned task (50%);</p> <p>2) Final work – individually prepared complex work that includes the use of creative thinking methods for the development of an idea concept (50%).</p> <p><u>The final evaluation is calculated:</u></p> <p>Moodle discussion/tasks – 50%</p> <p>Test – 50%</p> <p><i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i></p> <p><i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i></p>		
Study Results			
<p>1. <i>Knowledge:</i></p> <p>1.1. A student explains the overall concept of creativity and innovation;</p> <p>1.2. A student recognizes and describes different types of innovations, the types of innovation financing and protection;</p> <p>1.3. A student lists several methods of creative thinking and its application.</p> <p>2. <i>Skills:</i></p> <p>2.1. A student recognizes several types of innovation and their classification;</p> <p>2.2. A student applies various methods of creative thinking in practice;</p> <p>2.3. A student identifies and uses various methods of idea assessment and development in order to transform ideas into innovation.</p> <p>3. <i>Competences:</i></p> <p>3.1. A student develops creative ideas in concepts individually, in groups and at the organisational</p>			
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level by combining the acquired techniques during the study process;

3.2. A student moderates the innovation processes and gets involved into them with clearly set role and significance.

**Content of the Course**

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E-studies	Test
1.	Basics of Creativity. <i>Creativity, creative thinking and creativity as a process.</i>	8	5	3	2	2
2.	Basics of Innovation. <i>The concept of innovation and its significance.</i>		5		2	
3.	Creativity in organisations. <i>The role of individuals and team during innovation process.</i>		5	3	2	
4.	An innovative organisation. <i>Innovative enterprises, the process of innovation management, the factors affecting innovation management.</i>		5		2	
5.	The methods of creative thinking for idea generation. <i>Different techniques of idea generation – “Accidental techniques”, “Organ method”, “point junction or idea lottery”</i>		5	3	2	
6.	Techniques of idea assessment and development. <i>Techniques of qualitative and quantitative idea assessment. Conceptualization of ideas with the help of business</i>		5		2	

	<i>canvas and operation map. Concepts for business model development.</i>					
7.	Innovation financing and support. <i>Finance support tools for innovations and money attraction possibilities</i>		5	3	2	
8.	Innovation protection. <i>Intellectual property protection</i>		5		2	
<b>TOTAL:</b>		8	40	12	16	2
<b>80</b>						

**Mastering the course and successfully passing examination, student is capable of** (*knowledge, skills  
and competences*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
<b>Knowledge</b>	Conceive the theoretical framework. Able to reflect on it consecutively.	Conceive the theoretical framework and able to reflect on it fully.	Conceive the theoretical framework, able to reflect on it and model the use of knowledge in practice.
<b>Skills</b>	Use the methods acquired in the course separately for reaching definite goals. By using the methods, create a small number of ideas (around 7 ideas). Select the best ideas, not applying definite criteria or techniques.	Use the methods acquired in the course in a complex manner for reaching definite goals. By using the methods, create optimal number of ideas (around 14 ideas). Select the best ideas by applying the techniques described in the course.	Apply the methods acquired during the course for reaching definite goals. Independently develop skills for the use of creative methods. By applying the methods, create a great number of ideas (more than 14 ideas). Select the best ideas supported with additionally chosen techniques.
<b>Competences</b>	Individually apply a few methods and techniques acquired during the course in order to develop ideas.	Individually develop ideas into confident concepts by applying different techniques and methods. Reflect on the process and its	Within a group develop ideas into confident concepts by applying a combination of acquired techniques and methods.

		results.	Reflect on the process and its results.
<b>Acknowledgement of the obtained study results</b>			
<b>Study Results</b>	<b>1.</b>	<b>2.</b>	<b>3.</b>
<b>Evaluation Method</b>			
Moodle discussions/tasks	X	X	X
Test	X	X	X

Core Literature	
1.	Edeirs, Dž. (2008). <i>Art of Creative Thinking</i> .. Rīga: LID (7.-113.lpp.)
2.	Bono, E. (2011). <i>How to Get Creative Ideas</i> .. Rīga: Zvaigzne ABC (5.-17.lpp)
3.	Ābeltiņa, A. (2008). <i>Innovation – 20th century phenomenon</i> , Turība, Rīga
4.	Investment and Development Agency of Latvia (2007). Basic Elements of Innovative Activity. Available at: :http://www.liaa.gov.lv/files/liaa/attachments/31_inovativas_darbibas_pamatelementi.pdf
Additional Literature	
1.	Boden, M. A. (2004). <i>The Creative Mind: Myths And Mechanisms</i> . Routledge.
2.	Rangone, A. (2020). <i>Managing Corporate Innovation</i> . Springer.
3.	Sniukas, M. (2020). <i>Business Model Innovation as a Dynamic Capability</i> . Springer.
4.	Rexhepi, G. (Ed), Hisrich, R. D. (Ed), Ramadani, V. (Ed) (2019). <i>Open Innovation and Entrepreneurship</i> . Springer.
5.	Runco, M. A.(2007). <i>Creativity: theories and themes: research, development, and practice</i> . Elsevier Academic Press.
6.	Harvard Business Review (2003). <i>Harvard Business Essentials: Managing creativity and innovation: practical strategies to encourage creativity</i> , Harvard Business School Press, Boston.
7.	Kaufman, J.C. & Sternberg, R.J. (2006). <i>The International Handbook of Creativity</i> . New York: Cambridge University Press.
8.	Levitt, T. (2002). <i>Creativity is not Enough</i> . Harvard Business Review, Harvard Business School Publishing Corporation, Boston.
9.	Mumford, M.D. (2011). <i>Handbook of Organizational Creativity</i> . Elsevier, ASV.
10.	Darbellay, F., Moody, Z., & Lubart, T. (2017). <i>Creativity, Design Thinking and Interdisciplinarity</i> ., Springer Singapore
11.	Tidd, J., Bessant, J., & Pavitt, K., (2001). <i>Managing Innovation</i> , 2nd edition, John Wiley&Sons
Recommended Periodicals	
1.	Publications on creativity and innovation in Latvian: - žurnāls <i>Kapitāls</i> , <i>laikraksts Dienas Bizness</i> , <i>laikraksts Diena</i> , žurnāls ‘ <i>IR nauda</i> ’, žurnāls “ <i>Forbes</i> ” u.c.
2.	Publication on creativity and innovation in other languages: P– <i>Harvard Business Review</i> , <i>Wall Street Journal</i> , <i>The Economist</i> , <i>Financial Times</i> u.c.
3.	Internet sources on the methods of creative thinking: 1. <a href="http://www.creatingminds.org">www.creatingminds.org</a> 2. <a href="http://www.mindtools.com">www.mindtools.com</a>
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|  | 3. <a href="http://www.edwdebono.com">www.edwdebono.com</a><br>4. <a href="http://www.mindwerx.com">www.mindwerx.com</a> |
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