

Title of the Course		CREATIVITY AND INNOVATION IN BUSINESS	
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 st level professional study programme	Marketing and Trade		
Author(s) of the course	Elīna Miķelsone, <i>MBA, PhD</i>		
Lecturer(s) of the course	Elīna Miķelsone, <i>MBA, PhD</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):	The evaluation consists of 2 parts: 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%); 2) Final work – individually prepared complex work that includes the use of creative thinking methods for the development of an idea concept (50%). <u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student explains the overall concept of creativity and innovation; 1.2. A student recognizes and describes different types of innovations, the types of innovation financing and protection; 1.3. A student lists several methods of creative thinking and its application. 2. Skills: 2.1. A student recognizes several types of innovation and their classification; 2.2. A student applies various methods of creative thinking in practice; 2.3. A student identifies and uses various methods of idea assessment and development in order to transform ideas into innovation. 3. Competences:			

- 3.1. A student develops creative ideas in concepts individually, in groups and at the organisational 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		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	
TOTAL:		8	40	12	16	2
80						

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%)
Knowledge	Conceives the theoretical framework. Is able to reflect on it consecutively.	Conceives the theoretical framework and is able to reflect on it fully.	Conceives the theoretical framework, is able to reflect on it and model the use of knowledge in practice.
Skills	Is able to use the methods acquired in the course separately for reaching definite goals. By using the methods, is able to create a small number of ideas (around 7 ideas). Is able to select the best ideas, not applying definite criteria or techniques.	Is able to use the methods acquired in the course in a complex manner for reaching definite goals. By using the methods, is able to create optimal number of ideas (around 14 ideas). Is able to select the best ideas by applying the techniques described in the course.	Is able to apply not only the methods acquired during the course for reaching definite goals. Independently develops skills for the use of creative methods. By applying the methods, is able to create a great number of ideas (more than 14 ideas). Is able to select the best ideas supported with additionally chosen techniques.
Competences	Is able to individually apply a few methods and techniques acquired	Is able to individually develop ideas into confident concepts by	Within a group is able to develop ideas into confident concepts by

 	STUDY COURSE DESCRIPTION	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
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	during the course in order to develop ideas.	applying different techniques and methods. Is able to reflect on the process and its results.	applying a combination of acquired techniques and methods. Is able to reflect on the process and its results.
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Acknowledgement of the obtained study results

Study Results Evaluation Method	1.	2.	3.
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. un 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., un 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: - <i>žurnāls Kapitāls</i> , <i>laikraksts Dienas Bizness</i> , <i>laikraksts Diena</i> , <i>žurnāls "IR nauda"</i> , <i>žurnāls "Forbes"</i> u.c.
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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: <ol style="list-style-type: none">1. www.creatingminds.org2. www.mindtools.com3. www.edwdebono.com4. www.mindwerx.com