



General information		
Course instructor	Vanja Vitezić, PhD, Assistant Professor	
Name of the course	Creativity and Business Innovation	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	Elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. Course objectives		
<p>The objective of the course is to explain students how to develop ideas and action plans to address goals, challenges, and problems using creative thinking. The course aims to provide students with basic concepts and awareness in innovation management and a comprehension of the threats and opportunities that small and large organizations face in relation to this. In addition, the objective of the course is to systematically integrate knowledge and understanding of different aspects and applications of innovation, and its role in the tourism business.</p>		
1.2. Course enrolment requirements		
1.3. Expected learning outcomes		
<p>After passing the exam, students will be able to:</p> <ol style="list-style-type: none">1. interpret a definition and discuss on key concepts of innovation and creativity and their overall impact on management and organizations in the tourism industry2. recognize and analyse innovation processes in organizations both internally and externally3. critically conclude and recommend solutions to challenges in organizations relating to innovative performance and sustainability aspects of innovation4. present creative thinking in the direction of new product development and new service design in tourism.		
1.4. Course content		
<p>Importance and sources of innovation in tourism. Types of innovation. Patterns and models of innovation. Innovation management. Managing innovation and creativity. Components of the innovative organization. Idea generation. Idea selection. New product/service development. Innovation measurement. Open and close innovation systems. Entrepreneurship and business planning. Business model innovation. Intellectual property rights. Innovation in sustainable tourism.</p>		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. Comments		
1.7. Student responsibilities		
<p>Students are required to attend the lectures, fieldwork and tests (exams) and make written project assignment/case study.</p>		



1.8. Monitoring of student work ¹							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	0,2
Project	0,6	Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none">1. Tidd, J., & Bessant, J. R. (2018). Managing innovation: integrating technological, market and organizational change. Hoboken: John Wiley & Sons.2. Yeung, A., & Ulrich, D. (2019). Reinventing the Organization: How Companies Can Deliver Radically Greater Value in Fast-changing Markets. Harvard Business Press.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none">1. Hjalager, A. M. (2015). 100 innovations that transformed tourism. Journal of Travel Research, 54(1), 3-21.2. Chesbrough, H. (2004). Managing open innovation. Research-Technology Management, 47(1), 23-26.							
a. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
Tidd, J., & Bessant, J. R. (2018). Managing innovation: integrating technological, market and organizational change. Hoboken: John Wiley & Sons.						5	
Yeung, A., & Ulrich, D. (2019). Reinventing the Organization: How Companies Can Deliver Radically Greater Value in Fast-changing Markets. Harvard Business Press.						5	
Hjalager, A. M. (2015). 100 innovations that transformed tourism. Journal of Travel Research, 54(1), 3-21.						Pdf online	
Chesbrough, H. (2004). Managing open innovation. Research-Technology Management, 47(1), 23-26.						Pdf online	
a. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.