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SVEUČILIŠTE U RIJECI UNIVERSITY OF RIJEKA
FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
OPATIJA, HRVATSKA CROATIA

| GENERAL INFORMATION | | |
|---|---|---|
| Course coordinator | **Vanja Vitezić, PhD, Assistant Professor** | |
| Course title | **Creativity and Business Innovation** | |
| Study programme | **University graduate study programme Hospitality Management** | |
| Course status | **Elective** | |
| Year | **3** | |
| ECTS credits and form of instruction | ECTS credits | **3** |
| | Number of hours (L+P+S) | **30 (15+0+15)** |
| COURSE DESCRIPTION | | |

### 1.1. Course objectives

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.

### 1.2. Course enrolment requirements

None

### 1.3. Expected course learning outcomes

After passing the exam, students will be able to:
1. interpret a definition and discuss on key concepts of innovation and creativity and their overall impact on management and organizations in the tourism industry
2. recognize and analyze innovation processes in organizations both internally and externally
3. critically conclude and recommend solutions to challenges in organizations relating to innovative performance and sustainability aspects of innovation
4. present creative thinking in the direction of new product development and new service design in tourism.

### 1.4. Course content

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.

| 1.5. Types of teaching (add an 'X') | ☒ lectures | ☒ independent tasks |
|---|---|---|
| | ☒ seminars and workshops | ☐ multimedia and network |
| | ☐ practicals | ☐ laboratory |
| | ☐ distance learning | ☐ mentoring work |
| | ☐ field-based learning | ☐ other _____ |
| 1.6. Students' obligations | | |

Students are required to attend the lectures, fieldwork and tests (exams) and make written project assignment/case study.

## 1.7. Monitoring students' work

| Course attendance | 1 | Activity / Participation | | Seminar paper | | Experimental work | |
|---|---|---|---|---|---|---|---|
| Written exam | 0,4 | Oral exam | | Essay | | Research | 0,2 |
| Project | 0,6 | Continuous assessment | 0,8 | Report | | Practice | |
| Portfolio | | | | | | | |

## 1.8. Assessment and evaluation of student work during classes and at the final exam

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 it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

## 1.9. Essential reading and the number of copies provided in relation to the current number of course participants

| 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 | 10 |

## 1.10. Additional reading

1. Goller, I., & Bessant, J. (2023). Creativity for innovation management: Tools and techniques for creative thinking in practice. Routledge.
2. Kerzner, H. (2022). Innovation project management: Methods, case studies, and tools for managing innovation projects. John Wiley & Sons.
3. Hjalager, A. M. (2015). 100 innovations that transformed tourism. Journal of Travel Research, 54(1), 3-21.
4. Chesbrough, H. (2004). Managing open innovation. Research-Technology Management, 47(1), 23-26.

## 1.11. Quality monitoring methods ensuring the acquisition of expected knowledge, skills and competencies

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.