



EFFECTUS
University of Applied
Sciences

DESCRIPTION OF THE COURSE

GENERAL INFORMATION		
Course Holder	Izv.prof.dr.sc. Robert Kopal	
The name of the college	Creativity in the Digital Age	
Study program	Professional Graduate Study of Business Management - MBA	
Status of the College	Elective course	
Year	2 nd Year	
Point value and method of teaching	ECTS coefficient of student workload	4
	Number of hours (P+V+S)	28+14

DESCRIPTION OF THE COURSE
1.1. <i>Objectives of the course</i>
Students are expected to develop: (a) General competencies <ul style="list-style-type: none">• understand creatively think about the use of digital technologies• distinguish basic knowledge and skills to solve creative challenges with a clear, relevant approach• apply conceptual and creative problem-solving skills. (a) Specific competencies. <ul style="list-style-type: none">• Understand the relationship between strategy, media, and message in the creative creation process• recognise the range of creative solutions needed in the age of digital connectivity• apply basic skills in a process where visual data, types, designs, words and technology are combined to produce applicable concepts• recognize the value of collaboration in all forms of the creative process



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1.2. *Requirements for enrolment in the course*

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1.3. *Expected learning outcomes for the course*

Students should be able to:

1. Explore the potential of creativity in the digital age.
2. To argue the opinion on the importance of new technologies in creativity through industrial sectors
3. Interpret dynamics and assess the possibility and probability of creative elements appearing and users who would accept these elements
4. Analyze the impact of different creative solutions outside the areas in which they were created
5. Directly apply knowledge of creative processes in the digital age to formulate the process of creating creative ideas in the digital age
6. Evaluate the potential and impact of creativity through actors and the market.

1.4. *Course content*

Introduction to the College

The Basics of Digital Creativity

The Concept of the Creative Revolution

How to create in the digital world

Creation of creative experts

Digital Creativity in Education

Expressive processes

The Analysis of Creativity through Philosophical Problems

Creative Time Manipulation through Digital Case Studies

Digital art

Motivation in the process of creativity

Create and collaborate

Models of creativity in the digital world

Creative Dialogue in the Digital Society



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<p>The Way Ideas Create Value Communication through digital platforms From idea to digital innovation Criteria for evaluating ideas Errors in decision-making and choice of ideas Innovation and technological change Do Innovators Create Chaos and How to Control Them Creativity through industries Embracing creativity Ways to activate creative concepts Analysis of the impact of creativity on industries over time The Future of Creativity Development in Selected Industries Markets & Players The future through digital technology with which we create The impact of digital creativity on the world around us Platforms for play and creativity Methods for the development of creative skills</p>		
<p>1.5. <i>Types of teaching</i></p>	<p><input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> Distance education <input type="checkbox"/> Field Teaching</p>	<p><input checked="" type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia & Network <input type="checkbox"/> laboratory <input type="checkbox"/> Mentoring work <input type="checkbox"/> Other _____</p>
<p>1.6. <i>Student obligations</i></p>		
<p><i>The obligations of students are prescribed in detail by the Statute, Study Regulations, and Student Obligations Guidelines. The key obligations of students are:</i></p>		

ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises, and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum obligations are;

- Full-time students must attend at least 70% of the total number of classes to be eligible to sign.
- Part-time students need to attend at least 50% of the total number of classes to be eligible to sign.

PASSING EXAMS: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.

***FINAL EXAM** – a student who has not met the conditions for passing the exam during the continuous examination of knowledge (has achieved a total of at least 54 points in the course and has met the lower point threshold of adoption of each learning outcome, i.e. a minimum of 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.

GROUP PROJECT: through practical work on group projects, the student is obliged to collaborate on solving given challenges that test the skill of practical application of theoretical knowledge about creative processes and innovations in the digital age and apply knowledge about creative processes in the digital age for the formulation of the process of creating innovations.

* **CONTINUOUS EXAMINATION:** For more efficient progress of students in class, continuous examinations (2 intermediate exams) are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.

1.7. Student Work Tracking (Add X to the appropriate tracking format)

Attending classes	x	Teaching activity		Seminar paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Project	x	Continuous Knowledge Assessment		Report		Practical work	
Portfolio							

1.8. Assessment and evaluation of students' work during classes and at the final exam



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Evaluation and evaluation of students' work during classes and at the final exam is carried out on the basis of the Regulations on Studying of the EFFECTUS University of Applied Sciences. Allocation of points according to the forms of student work monitoring:

	Attending classes	Project	Altogether
I1		16	16
I2		16	16
I3		16	16
I4		16	16
I5		16	16
I6		16	16
OUT OF OUTCOME	4		4
ALTOGETHER	4	96	100



Linking learning outcomes, teaching methods and knowledge assessment methods:

FORMS OF TRACKING	NAME OF LEARNING OUTCOMES	TEACHING METHOD	KNOWLEDGE ASSESSMENT METHOD	Maximum number of points
	<p>OUTCOME 1 <i>Explore the potential of creativity in the digital age.</i></p>	<i>lecture</i>	<p><i>Group project: a group project tests the skill of practical application of theoretical knowledge in order to create an innovation. In addition to the above, the ability to lead, coordinate, collaborate and perform the task in teams is also checked.</i></p>	<p><i>48+48</i></p>
		<i>Asking open-ended questions</i>		
		<i>discussion</i>		
	<p>OUTCOME 2 <i>To argue the opinion on the importance of new technologies in creativity through industrial sectors</i></p>	<i>Asking open-ended questions</i>		
		<i>Guided training</i>		
		<i>Rehearsal and feedback</i>		
	<p>OUTCOME 3 <i>Interpret dynamics and assess the possibility and probability of creative elements appearing and users who would accept these elements</i></p>	<i>Asking open-ended questions</i>		
		<i>Guided training</i>		
		<i>Rehearsal and feedback</i>		



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<i>Project</i>	<i>OUTCOME 4 Analyze the impact of different creative solutions outside the areas in which they were created</i>	<i>Guided training</i>		
		<i>Rehearsal and feedback</i>		
	<i>OUTCOME 5 Directly apply knowledge of creative processes in the digital age to formulate the process of creating creative ideas in the digital age</i>	<i>Asking open-ended questions</i>		
		<i>Guided training</i>		
		<i>Rehearsal and feedback</i>		
	<i>OUTCOME 6 Evaluate the potential and impact of creativity through actors and the market.</i>	<i>Guided training</i>		
<i>Rehearsal and feedback</i>				
<i>Attending classes</i>	<i>All outcomes</i>	<i>Lectures and exercises</i>	<i>Attendance records</i>	<i>4</i>
	TOTAL POINTS			100



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<i>Type of student workload</i>	<i>Student Load Hours</i>	<i>ECTS credits</i>
Attending contact classes	42	1,40
Field Trips/Visits Outside the College	0	0
Independent study/research	0	0
Out-of-classroom preparation and preparation of seminars/presentations	0	0
Work on an out-of-classroom project assignment	63	2,1
Independent preparation for exams and exam time	0	0
Consultation activities	15	0,50
Other	0	0
TOTAL ECTS credits	120	4

RATING:

In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.



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Grades are calculated based on the following distribution of points:

<i>SCORE</i>	<i>RATING</i>
<i>0,00 – 53,90</i>	<i>Insufficient (1)</i>
<i>54,00 – 64,90</i>	<i>Sufficient (2)</i>
<i>65,00 – 79,90</i>	<i>Good (3)</i>
<i>80,00 – 89,90</i>	<i>Very good (4)</i>
<i>90.00 and more</i>	<i>Excellent (5)</i>

Grading is carried out in a transparent manner by collecting points. The course is evaluated with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity with which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the course. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved makes an additional number of points to the total number of points achieved according to the learning outcomes.

Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.



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1.9. Required reading and number of copies in relation to the number of students currently attending classes in the course		
Title	Number of copies	Number of students
<i>(Springer Series on Cultural Computing) Nelson Zagalo, Pedro Branco (eds.) - Creativity in the Digital Age-Springer-Verlag London (2015).</i>	<i>5* students receive literature for permanent retention</i>	-
1.10. Supplementary literature		
<i>Korkut D., Kopal R. (2018): Creativity 4.0: Evolution and Revolution, Effectus University College</i> <i>James Webb Young (2012): A Technique for Producing Ideas, Create Space Independent Publishing Platform</i> <i>Tracy Kidder (1981): The Soul of a New Machine</i> <i>Srića Velimir (2017): All the Secrets of Creativity, How to Manage Innovation and Achieve SuccessH. Scott Fogler; Steven E. LeBlanc; Benjamin Rizzo (2013). Strategies for Creative Problem Solving 3rd Edition</i> <i>Craig S. Fleisher, Babette E. Bensoussan (2007). Business and Competitive Analysis: Effective Application of New and Classic Methods, FT Press.</i>		
1.11. Ways of quality monitoring that ensure the acquisition of output knowledge, skills and competencies		
<ul style="list-style-type: none">• <i>analysis of exam results, achieved results, level of understanding and knowledge during exercises, practical tasks and group work,</i>• <i>conducting a survey among students,</i>• <i>The evaluation of the teacher,</i>• <i>achieved results and level of knowledge presented during the preparation and defense of the final thesis (students who choose a graduate thesis in this course),</i>• <i>analysis of the Quality Centre's reports and</i>• <i>Feedback from students who have already graduated and their employers on the usefulness of the content of this course in the performance of the work they do.</i>		