

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Dr.sc. Darija Korkut	
Name of the College	Analytical Management 1: Creative Thinking Techniques	
Study program	Professional Graduate Study of Business Management - MBA	
Status of the College	Mandatory	
Code	MBA-AM1-19	
Year	Year 2	
Point value and method of teaching	ECTS Student Workload Coefficient	6
	Number of hours (P+H+S)	28+28+14

DESCRIPTION OF THE COLLEGE
1.1. <i>Objectives of the course</i> Students are expected to develop: a) general competencies: • Adapt to changes and the demands of the work environment • collaborate effectively in project teams • apply the acquired knowledge and give their (creative) contribution to solving complex problems. (A) Specific competencies. • apply innovative and creative solutions in various areas of life and business • manage the problem of cognitive limitations and creative blocks in solving business problems and business decision-making • apply knowledge and skills in the field of creative techniques in solving business problems and business decision-making.
1.2. <i>Requirements for enrolment in the course</i>

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1.3. <i>Expected learning outcomes for the course</i>
Students should be able to: 1. Identify and compare different theories and roles of creativity 2. To argue an opinion on the reasons for using creative techniques in solving (complex business) problems 3. Recommend ways to solve business problems with linear group A techniques 4. Choose the option of solving business problems with group B linear techniques 5. Choose a way to solve business problems with intuitive techniques 6. Recommend ways to solve business problems using group intelligence techniques.
1.4. <i>The content of the course</i>
Introduction to the course Theories and roles of creativity - What is creativity and why is it important for the society of the 21st century - Creativity tests "The Cult of Creativity" - The Roles of Creativity in Society Reasons for the use of creative techniques in solving (complex business) problems - Creativity Blocks - Innovation engine Group A Linear Techniques - Mental Maps - Fractionation - Morphological analysis - Circle of possibilities - Case studies, practical tasks Linear Techniques of Group B - Lotus flower

Substitution Reformulation of the problem SCAMPER Intuitive techniques Analogies <i>Brutethink</i> , hieroglyphics Hall of Fame, The Language of Symbols <i>Ideatoons</i> , P.A.G.E.S. Analysis <i>Force-Field</i> Group Intelligence Techniques <i>Brainstorming</i> <i>Brainwriting</i> 6 hats Case studies, practical tasks		
1.5. <i>Types of teaching (put X)</i>	☒ Lectures ☒ Seminars and workshops ☒ Exercises ☐ Distance education ☐ Field Teaching	☒ Independent tasks ☐ Multimedia & Network ☐ Laboratory ☐ mentoring work ☐ other _____
1.6. <i>Obligations of students</i>		
Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are: 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 commitments 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 teaching hours to be eligible to sign.		

EXAM: in order to achieve a positive grade in a 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 (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*

WRITTEN EXAM: the student is required to take a written exam that checks the adoption of theoretical concepts related to creativity, creative problem solving, theories and roles of creativity, and obstacles in the development of creative thinking and its application in solving business problems.

GROUP PROJECT: the student is obliged to participate in a group project that verifies the adoption of outcomes 5 and 6.

PRACTICAL WORK: the student is obliged to participate in solving practical tasks and exercises during classes with the aim of practicing the skills of applying creative thinking techniques in solving specific business challenges.

**CONTINUOUS ASSESSMENT OF KNOWLEDGE: In order to improve the efficiency of students' progress in teaching, continuous examinations (3 intermediate exams) are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

1.7. Monitoring of student work (add X with the appropriate form of monitoring)

Attendance	x	Teaching activity		Term paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Design	x	Continuous assessment*		Paper		Practical work	x
Portfolio							

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

Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences.

Allocation of points according to the forms of student work monitoring:

	Attendance	Written exam	Design	Practical work	Total
I1		16			16
I2		16			16
I3				16	16
I4				16	16
I5			16		16
I6			16		16
OUT OF THE BOX	4				4
TOTAL	4	32	32	32	100

Linking learning outcomes, teaching methods and methods of assessment of knowledge:

FORMS OF TRACKING	NAME OF LEARNING OUTCOMES	TEACHING METHOD	METHOD OF ASSESSMENT KNOWLEDGE	Maximum number of rating points
Written exam	OUTCOME 1 Identify and compare different theories and roles of creativity	Lecture	Exam in the form of an essay on a given topic: essay-type questions test the adoption of theoretical concepts related to creativity, creative problem solving, theories and roles of creativity and obstacles in the development of creative thinking and its application in solving business problems.	32
		Asking questions		
		Discussion		
	OUTCOME 2 To argue an opinion on the reasons for using creative techniques in solving (complex business) problems	Lecture		
		Adapted version of the Socratic seminar		
		Open questions		
Practical work	OUTCOME 3 Recommend ways to solve business problems with linear group A techniques	Guided training	Problem-based tasks: problem-solving tasks that are solved in groups test the ability to select and apply adequate creative thinking techniques to solve specific business problems.	32
		Training and feedback		
	OUTCOME 4 Choose the option of solving business problems with group B linear techniques	Guided training		
		Training and feedback		
Design	OUTCOME 5 Choose a way to solve	Guided training	Group project: a group project tests the practical application of knowledge,	32

	<i>business problems with intuitive techniques</i>	<i>Training and feedback</i>	<i>understanding and creative problem-solving skills on a given business case. In addition to the above, the ability to lead, coordinate, cooperate and operationally perform the task is also checked.</i>	
	OUTCOME 6 <i>Recommend ways to solve business problems using group intelligence techniques.</i>	<i>Guided training</i>		
		<i>Training and feedback</i>		
<i>Attendance</i>	<i>All outcomes</i>	<i>Lectures and exercises</i>	<i>Attendance records</i>	<i>4</i>
TOTAL POINTS				100

<i>Type of student workload</i>	<i>Hours of student workload</i>	<i>ECTS credits</i>
Attending face-to-face classes	70	2,33
Field trips/visits outside the college	0	0
Independent study/research	35	1,17
Out-of-classroom preparation and preparation of seminars/presentations	15	0,50
Work on an out-of-classroom project assignment	15	0,50
Independent preparation for exams and exam time	30	1,0
Consultation activities	15	0,50
Other	0	0
TOTAL ECTS credits	180	6

JUDGING:

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.

Grades are calculated based on the following distribution of points:

NUMBER OF POINTS	RATING
0,00 – 53,90	Insufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90.00 and more	Excellent (5)

The evaluation is carried out in a transparent manner by collecting points. The course is valued 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 by 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 subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is 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.

1.9. Required literature and number of copies in relation to the number of students currently attending classes in the course

Title	Number of copies	Number of students
Korkut, D. and Kopal, R. (2018). Creativity 4.0: Evolution and Revolution, Zagreb: Effectus University of Applied Sciences	5* *students receive compulsory literature in	60

	<i>permanent ownership</i>	
<i>1.10. Supplementary literature</i>		
<i>Kopal, R. & Korkut, D. (2020). Analytical management. Effectus University of Applied Sciences</i>		
<i>Michalko, M. (2006). Thinkertoys: A Handbook of Creative Thinking Techniques, 2nd edition, Ten Speed Press</i>		
<i>Seelig, T. (2015). inGenius: A Crash Course on Creativity. HarperOne</i>		
<i>1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences</i>		
<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 teacher's evaluation,</i> <i>the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),</i> <i>analysis of the reports of the Quality Center 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>		