

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Prof. Dr. Sc. Robert Kopal	
Name of the College	Creativity in the Digital Age	
Study program	Professional Graduate Study of Business Management - MBA	
Status of the College	Optional	
Code	MBA-KUDD-20	
Year	Year 2	
Point value and method of teaching	ECTS Student Workload Coefficient	4
	Number of hours (P+H+S)	28+14

DESCRIPTION OF THE COLLEGE
1.1. <i>Objectives of the course</i> Students are expected to develop: (a) general competences. • understand creatively think about the use of digital technologies • distinguish the fundamental knowledge and skills to solve creative challenges with a clear, relevant approach • apply conceptual and creative problem-solving skills. (A) Specific competencies. • Understand the relationship between strategy, media, and message in the creative process. • Identify the range of creative solutions needed in the age of digital connectivity • apply basic skills in a process in which visual data, types, designs, words, and technology come together to produce applicable concepts • recognize the value of collaboration in all forms of the creative process
1.2. <i>Requirements for enrolment in the course</i>

--
1.3. <i>Expected learning outcomes for the course</i>
Students should be able to: 1. Understand the Potential of Creative Processes in the Digital Age 2. To argue an opinion on the importance of new technologies in creativity through industrial sectors 3. Interpret the dynamics and assess the possibility and probability of the emergence of creative elements and users who would accept these elements 4. Analyze the impact of different creative solutions outside the areas in which they originated 5. Directly apply knowledge of creative processes in the digital age to formulate the process of generating creative ideas in the digital age 6. Evaluate the potential and impact of creativity through actors and the market.
1.4. <i>The content of the course</i>
Introduction to the course The Basics of Digital Creativity - The Concept of Creative Revolution - How to create in the digital world - Creating Creative Professionals - Digital Creativity in Education Expressive processes - An Analysis of Creativity Through Philosophical Problems - Creatively manipulating time 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 - The Ways in Which 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 that we create The impact of digital creativity on the world around us Platforms for gaming and creativity Methods for developing creative skills		
1.5. <i>Types of teaching</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>		
<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:</i> ATTENDANCE AT CLASSES: <i>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;</i> <i>Full-time students must attend at least 70% of the total number of classes to be eligible to sign.</i> <i>Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.</i>		

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.*

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 ASSESSMENT: In order to improve the effective progress of students in teaching, 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. 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 of knowledge		Paper		Practical work	
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	Design	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	96	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
	OUTCOME 1 <i>Understand the Potential of Creative Processes in the Digital Age</i>	Lecture	<i>Group project: a group project tests the skill of practical application of theoretical knowledge for the purpose of creating innovation. In addition to the above, the ability to lead, coordinate, cooperate and operationally perform the task in teams is also checked.</i>	48+48
		Asking open-ended questions		
		Discussion		
	OUTCOME 2 <i>To argue an opinion on the importance of new technologies in creativity through industrial sectors</i>	Asking open-ended questions		
		Guided training		
		Training and feedback		
	OUTCOME 3 <i>Interpret the dynamics and assess the possibility and probability of the emergence of creative elements and users who would accept these elements</i>	Asking open-ended questions		
		Guided training		
		Training and feedback		
	OUTCOME 4	Guided training		

<i>Design</i>	<i>Analyze the impact of different creative solutions outside the areas in which they originated</i>	<i>Training and feedback</i>		
	OUTCOME 5 <i>Directly apply knowledge of creative processes in the digital age to formulate the process of generating creative ideas in the digital age</i>	<i>Asking open-ended questions</i>		
		<i>Guided training</i>		
		<i>Training and feedback</i>		
	OUTCOME 6 <i>Evaluate the potential and impact of creativity through actors and the market.</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	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

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:

<i>NUMBER OF POINTS</i>	<i>RATING</i>
<i>0,00 – 53,90</i>	<i>Insufficient (1)</i>
<i>54,00 – 64,90</i>	<i>Sufficient (2)</i>

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
(Springer Series on Cultural Computing) Nelson Zagalo, Pedro Branco (eds.) - Creativity in the Digital Age-Springer-Verlag London (2015).	5* students receive literature in permanent retention	-

1.10. Supplementary literature

Korkut D., Kopal R. (2018): Creativity 4.0: Evolution and Revolution, Effectus University College
 James Webb Young (2012): A Technique for Producing Ideas, Create Space Independent Publishing Platform
 Tracy Kidder (1981): The Soul of a New Machine

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

Craig S. Fleisher, Babette E. Bensoussan (2007). Business and Competitive Analysis: Effective Application of New and Classic Methods, FT Press.

1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences

- *analysis of exam results, achieved results, level of understanding and knowledge during exercises, practical tasks and group work,*
- *conducting a survey among students,*
- *The teacher's evaluation,*
- *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),*
- *analysis of the reports of the Quality Center and*
- *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.*