

SYLLABI

Basic data of the subject				
Academic unit	Faculty of Management			
Subject	Innovation Management			
Level	Bachelor			
Course status	Mandatory			
Year of studies	I			
Semester	II			
Number of hours per week	3			
Value of credits - ECTS	6			
Time/ Location	USHAF			
Course lecturer	Prof. Ass. Sejdi Hoxha			
Contact details	Sejdi.hoxha@ushaf.net			
Course description				
	Basic concepts of creativity and innovation; The role of creativity in the function of innovations; Creative problem solving process. The process of creating innovations; The role of knowledge and information technology in creating new products and services. Strategic management of new technology and innovations. Development of a conceptual framework for evaluating the innovative capacities of the enterprise. The role of government in creating legislation for the inclusion of innovations in the knowledge economy (patents, licenses).			
Course objectives				
	The main purpose of this module is to understand the key principles, importance and application of knowledge management and creativity in the function of innovation.			
Expected learning outcomes				
	<p>Upon completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Know the main concepts and types of innovation. • Understand the importance of knowledge and creativity in terms of innovation and sustainable development. • Identify the process and stages of creating innovations • Know the process of turning ideas into innovations • Identify the main problems when creating innovations and managing innovations within the enterprise • Realizes the link between innovation, creativity and entrepreneurship, • Understand the importance of the business environment for innovation, even in the context of globalization • Demonstrated knowledge and understanding of opportunities to use key techniques and principles related to generating ideas and creative problem solving as well as commercializing innovations. • Communicates information effectively and is effective in teamwork. 			
Contribution to the student load (which must correspond with learning outcomes)				
	Activity	Hours	Days/Weeks	Total
	Lectures	2	15	30
	Theoretical exercises / laboratory	1	15	15

Internship	5	5	5
Contacts with teacher / consultations	1	5	5
Field exercises			
Midterm, seminars and projects.			
Homework	2	10	20
Studying (at the library or at home)			55
Final preparation for the exam	2	5	10
Time spent on evaluation (tests, quiz and final exam)	5	1	5
Projects and presentations	1	5	5
Total			150
Teaching methodology			
Teaching methodology	Lectures and exercises combined with case studies and class discussions		
Assessment methods	100 - points– Final written/oral exam (the test contains open ended questions, closed questions and a case study) The student passes the exam if he / she accumulates 50 points from all the evaluation criteria,		
Teaching tools	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
Theory vs. practice ratio	70% - Theory 30% - Practical exercises		
Literature			
Basic literature	<ol style="list-style-type: none"> 1. Tony Proctor, (2019), Creative Problem Solving for Managers, Fifth edition, Routledge, London, New York 2. Paul Trot (2017) Innovation Management and New Product Development Sixth Edition 		
Additional literature	<ol style="list-style-type: none"> 1. Paul Trot (2021), Innovation Management and New Product Development Seventh Edition, Pearson 2. Proctor, T (2005) Creative Problem Solving for Managers, Routledge. 3. Henry, J (2006) Creative Management and Development, Sage Publications Ltd. 4. Trott, P (2008) Innovation Management and New Product Development, Prentice Hall. 		
Designed learning plan			
Week	Lecture		
Week one	Understanding creativity and innovation		
Week two	Types of innovation and creativity		
Week three	Organizational knowledge management		
Week four	Theoretical framework for the development of innovation and creativity		
Week five	Innovation and enterprises		
Week six	Types of research and development process for creating		

	innovations, and innovation system based on cooperation between stakeholders
Week seven	Intellectual Property - Protection of Innovations, State Impact, Patents, Laws
Week eight	Problems in implementing innovations / Resistance to innovation, Discussions
Week nine	The importance of creative approach to innovation development Creative problem solving process
Week ten	Problem Identification Phase and relevant facts
Week eleven	Problem definition phase and idea generation
Week twelve	The creative selection phase of the innovative idea
Week thirteen	Innovation acceptance and implementation phase
Week fourteen	Diffusion / adaptation of innovations
Week fifteen	Summary of the whole module
Academic policies and rules of conduct	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	