Basic data of the subject	
Academic unit	**Faculty of Management**
Program	**Business Management and Entrepreneurship**
Subject	**Management of Innovations**
Level	**Bachelor**
Course status	**Obligatory**
Year of studies	**I**
Semester	**II**
Number of hours per week	**3**
Value of credits - ECTS	**6**
Time/ Location	**UASF**
Course lecturer	
Contact details	
Course description	Basic concepts of creativity and innovations; The role of creativity in the function of innovations; The creative process of problem solving. The process of creating innovations; The role of knowledge and information technology in the creation of new products and services. Strategic management of new technology and innovations. Development of the conceptual framework for the assessment of innovative capacities of the enterprise. The role of the government in creating legal regulations for framing innovations in the knowledge economy (patents, licenses).
Course objectives	The main purpose of this module is to understand the main principles, importance and application of knowledge management and creativity in function of innovations.
Expected learning outcomes	By following this module, participants will be able to: • Know the main concepts and types of innovation. • I understand the importance of knowledge and creativity in the function of innovations and sustainable development. • Identify the process and stages of creating innovations • Knowledge of the process of turning ideas into innovations • Distinguish the main problems during the

	creation of innovations and management with innovations within the enterprise • Realizes the connection between innovations, creativity and entrepreneurship, • To understand the importance of the business environment for innovations, even in the context of globalization • Demonstrated knowledge and understanding of opportunities to utilize key techniques and principles related to idea generation and creative problem solving as well as commercialization of innovations. • Communicate information effectively and be efficient 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	Lectures and exercises combined with case studies and class discussions.
Assessment methods	Evaluation method (Criteria): 100 - points – written/oral exam test (the test contains open questions, and a case study), The student passes the exam if he collects 50 points from the evaluation criteria,
Teaching tools	Whiteboard, the Internet, wireless, computer, projector, Power Point, etc.

Theory vs. practice ratio	70% - Theory 30% - Practice work, Case studies, Papers,
Literature	
Basic literature	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	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 Develpment, Sage Publications Ltd. 4. Trott, P (2008) Innovation Management and New Product Development, Prentice Hall.
Designated learning plan:	
Week	**Lecture**
Week one	Understanding creativity and innovation
Week two	Types of innovation and creativity
Week three	Organizational knowledge management
Week four	The theoretical framework of the development of innovations and creativity
Week five	Innovation and enterprises
Week six	Types of research and development process for innovation creation, and innovation system based on cooperation between stakeholders.
Week seven	Intellectual Property - Protection of Innovations, State Influence, Patents, Laws
Week eight	Problems in the implementation of innovations / Resistance to innovations, Discussions
Week nine	The importance of the creative approach in the development of innovation The creative process of problem solving
Week ten	Phase of Identification of the problem and relevant facts
Week eleven	Phase of problem definition and idea generation
Week twelve	The stage of creative choice of the innovative idea
Week thirteen	The stage of acceptance and implementation of the innovation
Week fourteen	Difuzioni/adaptimi i inovacioneve

Week fifteen	Summary of the entire 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.	