

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Ustvarjalnost in inovativnost
Course title: Creativity and Innovation

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (VS) / Social management (BA)	Program nima smeri / Program has a single course	Prvi / First	Drugi / Second
Prva stopnja / First level			

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

UI / CI

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	30	0	0	100	5

Nosilec predmeta / Lecturer:

izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, Ph.D.

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski / Slovenian, Angleški / English

Vaje / Tutorial: Slovenski / Slovenian, Angleški / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Uvod v predmet
- Vloga ustvarjalnosti in inovativnosti v družbi in poslovnem okolju
- Kontekstualni in razvojni vidik tehnik kreativnega razmišljanja
- Pomen globoke relaksacije in spanja
- Pojem divergentnosti v kontekstu sodobne družbe
- Ključna načela in tehnike
- Znanje in veščine učenja v okviru tehnik ustvarjalnega in kreativnega mišljenja
- Aplikacije tehnik kreativnega razmišljanja v organizacijah s poudarkom na oglaševanju in prodaji

Content (Syllabus outline):

- Introduction to the course
- The role of creativity and innovation in the society and business
- Contextual and developmental aspects of creative thinking techniques
- The role of deep relaxation and sleeping
- Divergence in the context of modern society
- Key principles and techniques
- Knowledge and skills of learning in the framework of the creative thinking techniques
- Applications of creative thinking techniques in organisations focusing on sales and advertising

- Etika

- Ethics

Temeljni literatura in viri / Readings:

De Bono, E. (2005): *Šest klobukov razmišljanja*. Ljubljana: New Moment.

De Bono, E. (2006): *Lateralno razmišljanje*. Ljubljana: New Moment.

Horgie, O. (2010): *Skilled Interpersonal Communication: Research, Theory and Practice*. Routledge.

Hartley, P. (1999): *Interpersonal Communication*. London: Routledge.

Kotler, Philip (2004): *Management trženja*. Ljubljana: GV Založba.

Kovačič, A. (2014): *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.

Kompare, A. in dr. (2001): *Psihologija: Spoznanja in dileme*. Ljubljana: DZS.

O'Connor, Joseph, Lages, Andrea (2007): *How coaching works*. A & C Black Publishers Ltd.

Pečjak, V. (2001): *Poti do novih idej*. Ljubljana: New Moment.

Sloane, T. O. (2001): *Encyclopedia of Rhetoric*. Oxford : Oxford University Press.

Wetherbe, M. James, Wetherbe, M. Bond (2005): *Veščine sporazumevanja*. Orbis, Ljubljana.

Cilji in kompetence:

Cilj predmeta je pridobiti veščine in tehnike kreativnega mišljenja.

Pridobitev splošnih kompetenc:

- razvoj kritične in samokritične presoje;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- sposobnost divergentnega mišljenja, kritičnega presojanja, ustvarjalnosti in premagovanja problemov.

Objectives and competences:

The course objective is to acquire skills and techniques of creative thinking.

Acquisition of general competences:

- developing critical and self-critical judgment;
- the ability to identify and take advantage of the opportunities offered in the work and social environment (manifesting as entrepreneurial spirit and active citizenship);
- ability to diverge, think critically, be creative and overcome problems.

Pridobitev predmetno-specifičnih kompetenc:

- poznavanje in razumevanje procesov kreativnega razmišljanja ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- fleksibilna uporaba znanja v praksi.

Acquisition of course-specific competences:

- knowledge and understanding of creative thinking processes together with the ability of their analysis, synthesis, prediction of solutions and their consequences;
- the ability to obtain, select, evaluate and position new information and the ability to interpret it in the context of the social sciences;
- flexible use of knowledge in practice.

Predvideni študijski rezultati:**Znanje in razumevanje:**

- opredelitev osnovnih pojmov in prvin kreativnega razmišljanja;
- pojasnilo odgovornosti različnih oddelkov v organizaciji glede uporabe tehnik ustvarjalnega razmišljanja;
- postavljanje ciljev izboljšav v organizaciji;
- aplikacijo tehnik v dnevne aktivnosti vodenje in prodaje – pojasnilo študije primerov: opis postopka kriznega komuniciranja;
- pojasnitev in demonstracijo tehnik za vodenje poslovnih sestankov in pogajanj;
- pripravo javne predstavitve na podlagi naučene strukture;
- izdelava učinkovitega pisnega sporočila v kontekstu korporativnega komuniciranja v različnih kulturnih okoljih.

Intended learning outcomes:**Knowledge and understanding:**

- definitions of basic concepts and basics of creative thinking techniques;
- explanation of responsibility of different departments in organisations regarding the use of creative thinking techniques;
- setting the goals for improvement in organisations;
- the application of techniques in daily sales and management activities – the explanation of case studies: the description of steps in crisis communication management;
- the explanation and demonstration of techniques in leading business meetings and negotiations;
- the preparation of public presentation on the basis of learned structure;
- the creation of effective written message in the context of corporate communication in different cultural environments.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- Sprotne naloge na vajah in doma (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre)
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij

Learning and teaching methods:

- Lectures with active student participation (explanation, discussion, questions, cases, problem solving)
- Seminars at workshops and home assignments (reflexion about experiences, project work, team work, method of critical thinking, discussion, feed-back, social games)
- Use of online classroom or other contemporary ICT tools

<ul style="list-style-type: none"> • Eksperimentalne vaje, ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje) • Individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj) 	<ul style="list-style-type: none"> • Experimental exercises based on experience, co-operation, problem learning (individual study, discussion, explanation, observation, team work, case study, method of critical reading and writing, role play, co-operative learning, portfolio, evaluation and self-evaluation) • Individual consultations (discussion, additional explanation, treatment of specific questions)
--	---

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> • Pisni/ustni izpiti • Seminarske vaje • Eksperimentalne vaje Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.	50% 20% 30%	Types: <ul style="list-style-type: none"> • Written/oral exam • Seminar work • Experiment practice Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

KOVAČIČ, Andrej, REK, Mateja. Online Exposure and Critical Thinking. V: MILEVA-BOSHKOSKA, Biljana (ur.). *Book of Abstracts, 7th International Conference on Information Technologies and Information Society, ITIS 2015, Otočec, Slovenia, 4-6 November 2015*. Novo mesto: Faculty of Information Studies. 2015, str. 12.

KOVAČIČ, Andrej, PODGORNIK, Nevenka. The sociological view of a late-modern individual's identity. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2017, vol. 10, no. 2, str. 21-41, ilustr. <http://www.iiass.com/pdf/IIASS-volume10-number2-2017.pdf>, doi: 10.12959/issn.1855-0541.IIASS-2017-no2-art02. [COBISS.SI-ID 4784891].

KOVAČIČ, Andrej, ZAKRAJŠEK, Srečo. Uporaba zaslonov in medijska pismenost predšolskih otrok v vrtcih. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2017, letn. 32, št. 2, str. 18-32, ilustr.

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257, tabele. <http://www.educationalrev.us.edu.pl/e45/a20.pdf>, doi: 10.15804/tner.2016.45.3.20.

KOVAČIČ, Andrej, MAVRI, Barbara, REK, Mateja. Predšolski otroci in vpliv medijev. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2016, letn. 31, [št.] 2, str. 20-35, graf. prikaz, tabele.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Can mental health be viewed as a public social problem? *The International journal of mental health*, ISSN 0020-7411, 2014, vol. 43, no. 2, str. 52-69.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Conceptualization of mental constructs in clients attending reality orientation therapy. *Raziskave in razprave*, ISSN 1855-6280, 2014, vol. 7, no. 1, str. 3-30.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. The Influence of gambling on criminal activities in the region of Goriška. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 1, str. 135-154, ilustr. <http://www.iiass.com/pdf/IIASS-Volume6-Number1-2013.pdf>.