

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<b>1. Course title:</b> in Polish / in English <b>FUNDAMENTALS OF CREATIVITY AND INNOVATION</b>	<b>2. Course code:</b> Number of ECTS credits: <b>3</b> Course completion mode: Course commenced / Year 2022
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**3. Major:** International business

**4. Department of major coordinator:** Department of Consumer Research

**5. Name of course instructor:** Lecture ...                      Classes prof. Joan Ball                      Lab classes ...  
**Examiner** prof. Joan Ball

**6. Department of course instructor:** Department of Consumer Research

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures		
classes	10	
foreign language classes		
lab classes		
seminars		
e-learning	10	
other		
<b>Total hours</b>	20	
examination (hours)		

**8. Course timeframe - no. of semesters:** 1

    Course commencement / Year 2

    Course commencement / Semester 3

<b>9. Level of tertiary education:</b> Master...	<b>10. Course status</b> <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input checked="" type="checkbox"/> Elective ...
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**11. Course prerequisites**  
 Compulsory:  
 Recommended: None

**12. Course objectives:**

This is a fundamentals course designed to provide students with an overview of creativity theory and practice in the context of creative problem solving and innovation.

**13. Teaching and learning methods:****A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Synchronous online learning	Meeting in Google Meet, Miro and Gather	10	
2.				
...				
Total			AS:10	

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Self-directed experiential learning	Experiential creative project: Group and individual	10	
2.				
3.				
...				
Total			BS:10	

Total AS+BS = ...20....

Examination (E) = ...1....

Total AS+BS+E= ...21....

Total AN+BN = .....

Examination (E) =.....

Total AN+BN+E = .....

**14. Key words: Creativity, Innovation, Change****15. Course content:**

Lecture, video, reading, experiential learning

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
IB2_K01	Knows and understands to a greater extent selected theories explaining functioning in international business within paradigms and cognitive approaches used in economic sciences and organization and management sciences, and the process of their evolution. Has in-depth knowledge of the location of the theoretical foundations of international business in relation to the system of social sciences and other sciences. Understands the interdependencies between the fields of knowledge explaining international business.	In class exercises	Participation grade

IB2_K03	Knows and understands the fundamental opportunities and challenges of change and the consequences for international business with the awareness of creativity and innovation	Creative project	Final project
IB2_K06	Knows and understands the relationships between creativity and innovation and implications for international business.	Reflection	Final written reflection
<u>Skills</u>			
IB2_S04	Can explain and use design thinking methods for exploring liminal learning spaces.	In class exercises	Participation grade
<u>Social competences</u>			
IB2_C03	It is ready to initiate, cooperate and engage in the preparation and implementation of comprehensive creative projects.	Class exercises	Participation
IB2_C04	It is ready to initiate, cooperate and engage in the preparation and implementation of creative projects.	Class exercises	Participation

### 17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Class participation	In class exercises	30
2.	Final course project	Individual and/or group project	50
3.	Reflection	Written reflection	20

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

### 18. Reading list

Mandatory readings:

Suggested readings:

**19.** Language of instruction: English

**20.** Course instructors' recommendations: