



“Creative and innovation management”

Working curriculum (syllabus)

Department:” management " department
Faculty (school):
Specialty (code): 060407
Subject name: creative and innovation management
Group: 407/3 11e
Form of education: full-time
Academic year: 2023/2024
Semester: 1 (autumn)

I. Information about the subject

Subject code-myth-b04
Type of subject-basic
Education semester-autumn
Number of credits in the subject - 8 kr
Language of instruction-azerbaijani
Form of teaching-visual
Subject prerequisite-no
Subject's vision-no
Teaching load (hours) total-60 hours
Lecture - 30 hours
Workshop - 30 hours
Practical (laboratory) training-no
Contact number of the department - 012---

Ii. Information about the teacher teaching the discipline

1	S.n.	Musthagov addin imamaddin oglu
2	Birth	24.07.1990
3	The department in which it operates, its task	Management, 0.5 teacher with full-time replacement
4	From what year he works in that position	Since 2023/2024

5	High school	Azerbaijan state pedagogical university
6	Specialty	Management
7	Scientific degree, scientific title	Phd
8	Number of published scientific works	9
9	Volume of years of study load Lecture: Training: Course and graduation work (master's thesis) guidance:	334 hours, including 90 hours 90 hours 120 hours
10	Subjects taught	"leadership", "organizational behavior" " " " management and leadership"
11	Work experience	7 years
12	Computer knowledge	Microsoft office programs, zoom
13	Contact details	+994552532550 Eddin.mushtaqov@mail.ru

iii. Description and purpose of the subject: the discipline "creative and innovation management" is a set of strategies and processes that are used with the aim of supporting the creativity and development of a company. This discipline is applied to increase the creativity of companies, promote innovative ideas and create new products and services. It is an important discipline for large and small companies, which can be applied in different areas, but also in different sectors. Creative and innovation management is an effective methodology for the systematic and strategic management of the processes of promoting creative thinking, developing and implementing ideas. This discipline is an important tool for companies to increase and develop their competitiveness in the modern business world. The purpose of this discipline is to systematically and strategically organize the company's innovation processes. It is intended to create a framework for increasing the potential for creativity and innovation, attracting new ideas and incubating creative ideas.

Description of the subject: this discipline is a process for companies to generate ideas in different areas and put them into practice. However, this process is important for strengthening the company's recreational position and meeting customer requirements. The discipline "creative and innovation management" helps an organization to move on the path of becoming recreational and innovative and achieve success in the modern economy. This discipline helps creativity and innovation to become part of the company's identity and achieve long-term achievements. Creative and innovation management describes the methodology and processes that a company applies to organize the generation, incubation and implementation of creative ideas. This management style encourages independent thinking and manages to increase the innovative potential of the organization. The discipline of creative and innovation management, combining different ideas and perspectives, achieves the discovery of creative solutions and the development of new ideas.

purpose of the discipline:

The objective of the discipline of creative and innovation management is to define a framework for initiating, developing and implementing creative ideas in organizations. This discipline provides guidance for developing and managing creative potential to find innovative solutions in various fields. One of the main goals is the formation of an innovative culture in organizations and the promotion of creative thinking. This allows the generation of new ideas and the improvement of existing processes. Another goal is the systematic collection, evaluation and selection of creative ideas. This helps to demonstrate and develop the most valuable and potential ideas for the organization. Also, the discipline of creative and innovation management helps to effectively implement innovative ideas and projects in organizations. It covers all the processes of the idea, from research, prototyping, application to bringing it to the intended result. Basically, this discipline teaches organizations how to think creatively and innovatively, manage processes, and apply innovation. As a result of this, organizations become more concrete, create new products and services and offer a better offer to customers.

Iv. Evaluation:

1. Attendance: a student who does not attend more than 25% of all hours conducted in the subject is not allowed to take the exam.
2. The procedure for mastering the subject: the amount of points – 100 points.
 - 2.1. Maximum points scored during the semester – 50 points
 - maximum score per lesson attendance-10 points
 - maximum score for students ' freelance work-10 points
 - maximum score according to the results of seminars and laboratory classes - 30 points
 - In the seminar classes, if the student has at least 3 (three) grades in the journal, he is credited with points for this type of teaching, otherwise he is not credited with points.
 - 2.2. Maximum according to the results of the exam – 50 points. The amount of the student's score on the exam should not be less than 17.
 - 2.3. The procedure for mastering the subject: students with a total of 50 points scored according to the result of the exam during the semester are considered to have mastered the subject.

Form of development of the lesson (forms and methods of teaching):

Lecture texts on all topics of the subject are prepared in electronic form and their teaching is carried out through ict. The course consists of lecture and seminar classes. Here, the assimilation of all passed topics is reinforced by discussion, survey, verification, practical work. Information technologies are used during the training.

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Verification form: (examination, verification or coursework, how independent work will be carried out)

1. Consultation hours are organized before the exam.
2. Examinations and intermediate checks (colloquiums) are carried out in writing or orally.
3. Issues related to the admission of students to the exam and intermediate check are resolved by the dean of the faculty. Examinations and intermediate inspections are carried out in accordance with the “rules for the organization of training by credit system at bachelor and master levels of higher education institutions” approved by the resolution of the cabinet of ministers of the republic of azerbaijan dated december 24, 2013 no. 348.
4. Colloquium topics, relevant literature are given to students in advance. Course work protection is accepted by the commission established at the department.
5. During the semester, each student must perform 1 independent work. The topics of independent work cover the topics covered.

V. Assessment of students' knowledge

(for the fruit of light consists in all goodness and righteousness and truth).

Evaluation criterion:

- 91-100 points - "excellent" – a
- 81-90 points - "very good" - b
- 71-80 points - "good" - c
- 61-70 points - "sufficient" - d
- 51-60 points - "satisfactory" - e
- below 51 points - "insufficient" – f

VI. Subject topics and calendar plan

Lecture

Weeks	Name of topic	Hours	Date	Note
I _I	Topic 1. Innovation concept and fundamental approaches	2		
I _{II}	Topic 2. The essence of creative management	2		
I _{IV}	Topic 3. Stages of the innovation process	2		
V	Theme 4. Creative thinking and its stages	2		
V _I	Topic 5. Creativity methods	2		
V _{II}	Topic 6. Factors affecting creativity: internal and external	2		
V _{III}	Theme 7. Measuring creativity	2		
I _X	Theme 8. The role of organizational culture in creative and innovative activities	2		
X	Theme 9. Role of leader in innovative and creative organization	2		
X _I	Topic 10. The role of a leader in an innovative and creative organization	2		
X _{II}	Topic 11. Innovative and creative personality traits	2		
X _{III}	Topic 12. Creative and innovative teamwork	2		
X _{IV}	Topic 13. Creative methods of solving problems in the organization	2		
X _V	Topic 14. Innovative control	2		
X _{VI}	Topic 15. Innovation and quality	2		

Seminars

Weeks	Name of topic	Hours	Date	Note
I _I	Topic 1. Innovation concept and fundamental approaches	2		
I _{II}	Topic 2. The essence of creative management	2		
I _{IV}	Topic 3. Stages of the innovation process	2		
V	Theme 4. Creative thinking and its stages	2		
V _I	Topic 5. Creativity methods	2		
V _{II}	Topic 6. Factors affecting creativity: internal and external	2		
V _{III}	Theme 7. Measuring creativity	2		
I _X	Theme 8. The role of organizational culture in creative and innovative activities	2		
X	Topic 9. National innovation system	2		
X _I	Topic 10. The role of a leader in an innovative and creative	2		

	organization			
X ₁₁	Topic 11. Innovative and creative personality traits	2	27.11.2023	
X ₁₁	Topic 12. Creative and innovative teamwork	2	04.12.2023	
X ₁₄	Topic 13. Creative methods of solving problems in the organization	2	11.12.2023	
X ₅	Topic 14. Innovative control	2	18.12.2023	
X ₆	Topic 15. Innovation and quality	2	25.12.2023	

vii. Topics of freelance work:

Viii. Required textbooks and teaching aids.

1. Dr. Osman yılmaz, innovation management, gazi bookstore, 2020
2. Zümrüt ecevit satı, innovation management sections, nobel publishing house, 2013
3. Shakhbazov k.a. and not,n., hasanov h.s. " management " textbook, 2007
4. Robinson k., " out of our minds, learning to be creative", capstone, 2011