



Syllabus

Course Title	Innovation LAB
Instructor Name & Contact Information	TBA - to be announced
Study Program / Course ID	e.g., IMTE-B / 228653
Semester, Study Year	Semester 3 / Study Year 2
ECTS / SWS (Semester Credit Hours) / Contact Units	ECTS 3 / SWS 1,5 / Contact Units 28
Course Type	IL
Prerequisites	B2 CERF in English
Language of Instruction	Englisch
Moodle course ID (SPA)	TBA - to be announced
Course recognition contact	TBA - to be announced
Attendance criterion	Attendance is required. Students must achieve 75% of overall course attendance. If this percentage is not achieved, compensation work may be given. In case you cannot attend class, please email the course leader and familiarize yourself with the missed content and materials on Moodle.

Grading scale	Assessment modes & weighting
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Excellent	92,5% - 100%	<ul style="list-style-type: none"> • Group project and presentation (TBA) 80% weight • • Individual cooperation / active participation and discussion in class 20% weight •
Good	85% - 92%	
Satisfactory	72,5% - 84,5%	
Adequate	60% - 72%	
Fail	0% - 60%	
<p>Second and third exam dates are scheduled during semester assessment weeks.</p>		

<p>Course description Innovation Lab:</p> <ul style="list-style-type: none"> • From the idea to the prototype • Concrete ideas are taken up and developed on the basis of the innovation course from semesters 1 and 2. • The Innovation Lab also serves as a close link to the business world. • Ideas are tested for their suitability for everyday use.
<p>Learning outcomes:</p> <ul style="list-style-type: none"> • Able to carry out and apply a methodical analysis of innovation management methods adapted to the needs of the company. • Gain knowledge of how to plan and implement innovation projects • You will know how to increase the innovative capacity of tourism companies and reduce the innovation risk. • You will analyze, discuss and evaluate current trends and derive specific innovation ideas from them.
<p>AI policy:</p> <ul style="list-style-type: none"> • The use of AI has to be marked • AI-generated parts of assessments have to be analyzed and critically commented by students <p>Please find the guidelines of UoAS here: https://myfhs.fh-salzburg.ac.at/display/REK/Einsatz+von+KI+in+Lehre+und+Studium+%7C+AI+in+Teaching+and+Studies?pre-view=%2F132679905%2F132680382%2F2023+04+19+AI+Guidelines+for+Responsible+Teaching+and+Learning+Applications.pdf</p>

Recommended literature and course materials:

Trott, P.: Innovation Management and new Product Development. 7th Edition 2022. Pearson

Cooper, R.G.: Winning at New Products. Creating Value Through Innovation. 5th Edition 2017. Basic Books.

Ratten, V.; Braga, V.; Álvarez-García, J. & Rio-Rama, M.C.: Tourism Innovation. Technology, Sustainability and Creativity. Innovation and Technology Horizons. 1st Edition 2020. Routledge.

Hall, C.M.; Williams, A.M.: Tourism and Innovation. 2nd Edition 2020. Routledge.