

**COURSE DATA****Data Subject**

Code	36374
Name	Creativity and Innovation
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1212 - Degree in Gastronomic Sciences	Faculty of Pharmacy and Food Sciences	3	First term

Subject-matter

Degree	Subject-matter	Character
1212 - Degree in Gastronomic Sciences	15 - Creativity and Innovation	Obligatory

Coordination

Name	Department
RODRIGUEZ PEREZ, SERGIO	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The main objective of the subject is that students understand creativity and innovation as an interrelated process and thus incorporate it in their way of thinking and doing in gastronomy in general and in cuisine in particular.

To this end, contents will be divided into three thematic blocks: the first block of 15 hours of practice will address the creative process and the use of various tools that facilitate product, process and service innovation. Special emphasis will be placed on the development of new products, processes and services, from the phases of design, prototyping and evaluation. The second block of 15 hours of theory will focus on becoming familiar with the terminology of innovation in general and gastronomy in particular, the relationship between the food industry and cuisine, its evolution and development, and the latest lines of academic, industrial and professional research and development. The third block of 30 hours will include professional visits to centers, companies and organizations where the student will be able to put the knowledge acquired into practice. Students will work on new culinary techniques (deconstruction, molecular cooking, conceptual cooking, etc.), on the guidelines of culinary balance and its application, and on new culinary trends (internet of food, playfood, etc.).



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

The prior knowledge required for this course is the same as that required to pass the selection process to access the degree.

OUTCOMES

1212 - Degree in Gastronomic Sciences

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Have knowledge and understanding in the field of gastronomic sciences.
- Plan, order and channel activities in such a way that unforeseen events are avoided as much as possible, possible problems are foreseen and minimised, and solutions are anticipated.
- Be able to engage in new fields of gastronomy in general through independent study.
- Be able to work in a team and to organise and plan activities, always taking account of gender perspective.
- Be able to distribute time appropriately for carrying out individual or group tasks.
- Be able to apply this knowledge to the professional world, contributing to the development of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection and the promotion of a culture of peace from a gender perspective.
- Know and know how to apply emerging industrial and cooking techniques.

LEARNING OUTCOMES

- KNOW THE CREATIVE AND INNOVATIVE TERMINOLOGY IN GASTRONOMIC SCIENCES
- KNOW THE RELATIONS BETWEEN THE FOOD AND CULINARY INDUSTRIES
- KNOW THE LATEST LINES OF RESEARCH AND TRENDS IN THE CULINARY MARKET AND THE FOOD INDUSTRY
- KNOW THE GUIDELINES OF CULINARY BALANCE, THE LATEST TECHNIQUES AND KNOW HOW TO APPLY THEM



DESCRIPTION OF CONTENTS

1. BLOCK OF PRACTICE: CREATIVE ORIENTATION

1. TOOLS FOR CREATIVITY. DESIGN THINKING.
2. WORKSHOP ON EMPATHY AND DEFINITION OF THE USER/PROBLEM.
3. WORKSHOP ON GENERATION AND PRIORITIZATION OF IDEAS ACCORDING TO FEASIBILITY AND SIMPLICITY.
4. WORKSHOP ON SELECTION OF IDEAS AND CREATION OF THE INDEX CARD.
5. WORKSHOP ON FAST PROTOTYPING. PRESENTATION AND REVIEW OF IDEAS.
6. INTERIM EVALUATION.
7. REAL PROTOTYPING: LABORATORY TESTS.
8. PRESENTATION OF THE FINAL PROJECT.

2. B. BLOCK OF THEORY: INNOVATIVE CAPACITY

1. INNOVATION: CONCEPT, MEASUREMENT AND MANAGEMENT.
2. MODELS OF INNOVATION MANAGEMENT: EVOLUTION, TAXONOMY AND DISCUSSION.
3. CLASSIFICATION OF INNOVATIONS.
4. THE DISSEMINATION OF INNOVATIVE CULTURE AND ENTREPRENEURSHIP.
5. BUSINESS INNOVATION AND SOCIAL INNOVATION.
6. INNOVATION IN THE SECTOR OF GASTRONOMY.
7. INNOVATIVE BUSINESS MODELS IN THE GASTRONOMY SECTOR.
8. FUTURE TRENDS IN THE SECTOR OF GASTRONOMY.

3. C. BLOCK OF PROFESSIONAL VISITS: CREATIVE AND INNOVATIVE COMPETENCE.

THE LECTURER WILL PROPOSE WORKSHOPS AND VISITS AT DIFFERENT RESEARCH CENTERS, FAIRS, RESTAURANT AND CATERING SERVICES, ETC. WHERE STUDENTS WILL BE ABLE TO LEARN SEVERAL CULINARY TECHNIQUES, THE NEW TRENDS IN THE SECTOR AND THE DAILY MANAGEMENT OF INNOVATION.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Other activities	30,00	100
Theory classes	15,00	100
Laboratory practices	15,00	100
Development of group work	20,00	0
Study and independent work	70,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Theory and practice classes: face-to-face lessons are intended to present the most important concepts and contents in the field of creativity and innovation, together with practical cases, exercises and activities to be completed during the whole learning process. Students will work in groups to promote active participation.

Tutorials: students must attend individually or as a practice group (4 members). In tutorials, the teaching staff will assess the global, group and individual learning process, solve the queries that may arise in the theory or practice lessons or in the visits to external centers, and will guide the study process and the work method to avoid any type of problem that could hinder the final performance of students.

Professional visits to external centers: there students will gain on-the-job learning of the various techniques and tools applied to gastronomy, will check the importance of correct management and planning of innovative culinary businesses and will become aware of the complexity of incorporating creativity and innovation as a business philosophy.

EVALUATION

Assessment system	Minimum weight	Maximum weight
BLOCK OF CREATIVE ORIENTATION		
Presentation of the index cards of the different stages of the creative process	15	15



Presentation of the final practice report	15	15
Defense of the product designed. Compulsory attendance: only 10% of absences is allowed. Failure to comply with this premise implies failing this block of the subject.	10	10
BLOCK OF INNOVATIVE CAPACITY		
Compulsory written exam covering the theoretical contents taught.	20	20
Practicals and continuous assessment of the theoretical contents taught. 100% attendance is mandatory.	20	20
BLOCK OF CREATIVE AND INNOVATIVE COMPETENCE		
Workshop report: detailed description of the R & D process of greatest interest for the student. Compulsory attendance, only 10% of absences is allowed. Failure to comply with this premise implies failing this block of the subject.	20	20



REFERENCES

Basic

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- Tidd, J., Bessant, J. (2007), Managing Innovation, John Wiley and Sons, London
- Fernández, E. (2005), Estrategia de innovación, Thomson, Madrid
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- West, A. (2002), Estrategia de innovación, Fundación COTEC, Madrid