

Course	Innovation Camp in Product Development, 3 ECTS
Course period	25.2. – 29.4.2019
Enrolment	2.10.2018-1.12.2018 http://www.projectboosted.eu/student-corner/courses/innovation-camp-in-product-development/ A notice of acceptance will be sent by 15 December, 2018
Host university and faculty	Tallinn University of Technology Estonian Maritime Academy, Centre for Blue Economy
Implementation mode	This course is held in April, 2019 in Saaremaa, Estonia as a practical face-to-face intensive course, with elements of blended learning via Moodle study platform.
Language of instruction	English (intermediate level is required)
Min/Maxim. participants	20
Purpose, content, learning outcomes	<p>Purpose The purpose of the course is to deepen the expected learning outcomes of the module in active exchange of ideas and constructive feedback in a multicultural setting. The course focuses on an active learning method in a multicultural setting by using a case study approach in project-based learning in product innovation.</p> <p>Content An active learning method; project-based learning in a multicultural setting; case study approach; multicultural and multi-sectoral cooperation in product design and innovation</p> <p>Learning outcome Student</p> <ul style="list-style-type: none"> • develops active learning skills through project-based learning. • identifies opportunities and develops skills for product innovation through immediate idea exchange in a multicultural setting • develops enhanced understanding of different target market expectations and needs towards experience based products and services as well as adapting product offerings sensitive to cultural differences. • increases skills needed in competitive product design and recognizes opportunities for product development through international, regional and multi-sectoral cooperation • enhances skills in how to involve local stakeholders in product design and development
Student's workload	3 ECTS means approx. 79 hours of student work. This includes all the course activities (assignments, classroom and online lectures, independent studying, group work with presentation, assessment and feedback).
Course implementation	<p>The course is held on 8-12 April, 2019 in Saaremaa, Estonia. The course includes lectures, practical seminars, learning cafés, hands-on workshops, and field trips.</p> <p>All the course readings, resources and details are available in Moodle (key and further instructions will be sent to accepted students).</p> <p>Assignments:</p> <ol style="list-style-type: none"> 1) Individual work (sample experience presentations of student's home country/region) 2) Group assignment in the Innovation Camp: in international groups, preparing a low-season rural/small town tours (packages) for different

	target markets. Groups present and market their products/packages to other students, teachers and local stakeholders
Internationality	Study material, lectures and assignments include international examples from different countries. Students study face-to-face in multicultural groups and develop products for tourists from different destinations.
Co-operation with tourism industry	The course and its assignments include seminars/workshops and field work with tourism organizers, entrepreneurs, start-up and creative community representatives. Students work with real-life cases when preparing for and during the course. They present their group work to local stakeholders.
Prerequisites and assessment	<p>Basic skills in IT and marketing are required.</p> <p>Assessment:</p> <ol style="list-style-type: none"> 1) Individual work (sample presentations of student's home country/region uploaded on Moodle and presented in Innovation Camp): fail-pass 2) Group assignment in the Innovation Camp: in international groups, prepare and present a low-season rural/small town tours (packages) for different target markets: fail-pass <p>Course is marked as fail-pass. Assessment criteria are presented in the Moodle. All assignments are checked through a plagiarism system to ensure original work with proper referencing. All assignments have to be approved in order to pass course. Due dates are to be followed strictly because of the project schedule, and failing in this will mean removing the student from the course. In real emergency student must contact immediately the course teacher for extra arrangements. In case of illness, official sick leave certificate is needed.</p>
Resources	<p>Online learning infrastructure: Student needs a computer, camera or smart phone and Internet access.</p> <p>Recommended literature:</p> <ul style="list-style-type: none"> • Tarssanen, S. (2009). Handbook for Experience Stagers. 5th Edition. LEO, Lapland Center of Expertise for the Experience Industry. Rovaniemi • Moritz, S. (2005). Service Design. Practical access to an evolving field. London. • The Field Guide to Human-Centered Design. • Fesenmaier, R., Xiang, Z. (Eds.) (2017). Design Science in Tourism: Foundations of Destination Management. Springer International Publishing AG. <p>Links to web material are in Moodle.</p>
Lecturer and contact during the course	<p>Lecturer: Riia Nelis</p> <ul style="list-style-type: none"> • Course teacher is available by email and via Skype-every Tuesday at 16-17.30 • In other matters, riia.nelis@ttu.ee;, est.jana@gmail.com, eeve.karblane@ttu.ee