

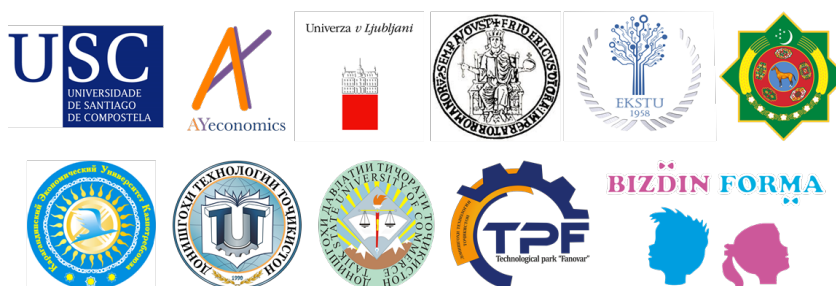
# Innovation Management



DEVELOPMENT OF A MASTER PROGRAMME IN THE MANAGEMENT OF INDUSTRIAL  
ENTREPRENEURSHIP FOR TRANSITION COUNTRIES

610198-EPP-1-2019-1-ES-EPPKA2-CBHE-JP

Partners :



Co-funded by the  
Erasmus+ Programme  
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## Innovation Management

| Study program | Year | Semester |
|---------------|------|----------|
|               |      |          |

|              |      |
|--------------|------|
| Course type: | CORE |
|--------------|------|

|                 |  |
|-----------------|--|
| University code |  |
|-----------------|--|

| Lectures | Seminar | Tutorial | Laboratory work | Other work | Individ. work | ECTS |
|----------|---------|----------|-----------------|------------|---------------|------|
| 20       | 0       | 0        | 0               | 30         | 50            | 6    |

|          |  |
|----------|--|
| Lecturer |  |
|----------|--|

|           |         |
|-----------|---------|
| Languages | English |
|-----------|---------|

|  |  |
|--|--|
|  |  |
|--|--|

|              |                      |
|--------------|----------------------|
| PREREQUISITS | ОБЯЗАТЕЛЬНЫЕ УСЛОВИЯ |
|--------------|----------------------|

|          |            |
|----------|------------|
| CONTENTS | СОДЕРЖАНИЕ |
|----------|------------|

1. An Introduction to Innovation Management (CA comparative innovation performance; Fundamentals; Sources of innovation)
2. Innovative organization (Innovations as a core business process; strategic alliances and networks; developing innovation strategy)
3. Managing innovations (New product development Part 1; Part2; new service innovation, Building the innovation case; Product and brand development; Lean start-up; Agile development)

4. Managing intellectual property (Patents; Reverse engineering; Trade secrets; Copyright)
5. Exploring new ventures (Spin-outs and new ventures, spin offs;)
6. Learning from innovation (Developing innovation management capability; Broader economic and social benefits)

## READINGS

1. Tidd, J., & Bessant, J. R. (2020). Managing innovation: integrating technological, market and organizational change. John Wiley & Sons.
2. Afuah, A. (2020). Innovation management-strategies, implementation, and profits;

## OBJECTIVES AND COMPETENCES

## ЦЕЛИ И КОМПЕТЕНЦИИ

### Aim & Objectives

The aim of the course is to provide understanding of the importance of innovation for firm's and country competitiveness and sustainability. The course provides practical tools how effectively to design, plan and manage innovations for entrepreneurs and managers. Students will be able to:

- to understand the importance of technological development and innovation for economic growth, competitiveness and sustainability
- to learn the most important skills and most applicable tools of successful Innovation Management
- to understand the process of managing innovation from ideas to finished outcome that can improve productivity, create new revenue and save costs.
- to understand the commercialization and protection of innovation

### Competences

#### Basic competences

- To enable students to understand the fundamentals of innovation and its benefits
- To develop the ability to create, manage and sustain innovations

#### Transversal competences

- TBD



### Specific competences

- TBD

| INTENDED LEARNING OUTCOMES  | ОЖИДАЕМЫЕ РЕЗУЛЬТАТЫ ОБУЧЕНИЯ |
|---|-------------------------------|
| <p>Upon completion of this course, the successful participant should be able to:</p> <ul style="list-style-type: none"><li>- Recognise the diversity of types of innovation, source of innovation, innovation settings.</li><li>- Understand the nature, benefits and impact of technological change and innovation.</li><li>- Developing <b>innovation</b>-related strategic decisions within organizations.</li><li>- <b>Managing</b> the processes of new product development.</li><li>- Developing the paths of cooperation for <b>innovation</b>-based projects.</li></ul> |                               |

| LEARNING AND TEACHING METHODS  | МЕТОДЫ ОБУЧЕНИЯ И ПРЕПОДАВАНИЯ |
|--|--------------------------------|
| <p>Teaching will be delivered through interactive methods comprising both theoretical and practical sessions.</p> <p>Theoretical sessions will deal with theoretical concepts and their application in real world situations</p> <p>Practical sessions are dedicated to real world examples and case studies will be used to reinforce concepts highlighted in the theoretical part. Case studies will be provided to be worked though in groups. Quizzes and exercises will be done individually.</p> <p>Academic honesty is a must during the course. The plagiarism results in immediate suspension of the course</p> |                                |

| ASSESSMENT  | ОЦЕНКА |
|---|--------|
| <ul style="list-style-type: none"><li>- Assessment consists of five components:</li><li>- Quizzes and exercises in class (20%)</li><li>- Group project (30%)</li><li>- Final exam (50%)</li></ul> |        |



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## LECTURER'S REFERENCES