

Course title: **Innovations Management**
Studies: International Business
Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	generalacademic					
Semester	VI					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15			15		
Number of ECTS	4					
Examination	Graded credit					
Language	English					
Content author	Adam Czarnota, PhD					
Course objectives						
The aim of the course is to provide knowledge about innovative activities in enterprises, support for innovation and consumer behavior towards innovation. Developing the ability to search for and critically evaluate innovative solutions for implementation in the enterprise						
Prerequisites						
1. Knowledge of basic economic phenomena occurring in the environment 2. Efficient use of available information sources						
Student workload						
1. Class sessions (including assessment and examination) - 30 hours 2. Reading literature for classes - 20 hours 3. Preparing assignments - 20 hours 4. Assessment preparation - 28 hours 5. Consultations-2 hours TOTAL: 100 hours (4 ECTS)						
Short description						
The importance of innovation in the development of civilization and in shaping the market position of the enterprise. Features of innovation processes. An innovative company. Innovation strategies in the enterprise. Development of new product and new technology. Economic evaluation of innovative projects. Creativity, knowledge management and innovation. Communication in the process of innovative activity.						
Learning outcomes						
KNOWLEDGE: 1.W01. Participants will know terminology, methods and tools specific to innovation management (IB1_W1). 2.W02. Participants will know functioning of the organization in not fully anticipated conditions, taking into account innovation management (IB1_W3). 3.W03. Participants will know relations between the organization and the environment on a national and international scale, taking into account innovation (IB1_W3). 4. W04.Participants will know legal, organizational and ethical norms and rules relating to the functioning of the organization and the environment in the field of innovation (IB1_W5). 5. W05.Participants will know ethical principles and standards, including innovation management (IB1_W6). SKILLS: 1. U01.Participants will be able to analyze and interpret economic, social and administrative problems in order to implement improvements (IB1_U1). 2.U02. Participants will be able to apply methods and techniques to describe and analyze the functioning of an organizations and identify innovative solutions (IB1_U3). 3.U03.Participants will be able to use innovative techniques and tools to recognize consumer needs and ways of satisfying them (IB1_U3). 4. U04.Participants will be able to communicate and use terminology in the field of innovation management. Will be able to present the acquired knowledge about innovations in an accessible way (IB1_U5). 5. U05.Participants will be able to work in a team, organize work, make decisions regarding innovation (IB1_U4). COMPETENCIES: 1.K01. Participants will be able to acquire and expand professional knowledge in the field of innovation management independently and in a team (IB1_K1). 2.K02. Participants will see ethical dilemmas related to implementing innovations, working in a team, career planning and running a business (IB1_K2, IB1_K4). 3.K03. Participants will be ready to think and act in an entrepreneurial way (IB1_K3).						
Form of verification						
Graded credit						
Detailed data						
Type of course: Lecture						
Bibliography						
Bibliography: 1. Dodgson, M., Gann, D. M., & Phillips, N. (Eds.). (2013). <i>The Oxford handbook of innovation management</i> . OUP Oxford. 2.Ahmed, P. K., & Shepherd, C. D. (2010). <i>Innovation management: Context, strategies, systems, and processes</i> . Pearson. 3.Shane, S. (Ed.). (2009). <i>The handbook of technology and innovation management</i> . John Wiley & Sons.						

Supplementary: 1. Verloop, J., &Wissema, J. G. (2004). <i>Insight in innovation: managing innovation by understanding the laws of innovation</i> . Elsevier. 2.Eveleens, C. (2010). Innovation management; a literature review of innovation process models and their implications. <i>Science</i> , 800(2010), 900. 3. Westland, J. C. (2017). <i>Global innovation management</i> . Bloomsbury Publishing.
Range of content
1. Subject and scope of changes and innovations. Vision and driving innovative change. 2. The process of change management and innovative activity. 3. Economic and organizational conditions of innovative activity 4. Managing employee behavior 5. Communication in the process of innovative activity. 6. The role of the leader of innovative changes in the organization 7. Conflict management in the process of implementing innovative changes
Didactic methods
1. Multimedia presentations
Assessment methods and assessment criteria
Test. 51%-60% pts. - 3; 61%-70% pts. - 3,5; 71%-80% pts. - 4; 81%-90% pts. - 4,5; 91%-100% pts. - 5.
Detailed data
Type of course: Conversatorium
Bibliography
Bibliography: 1. Dodgson, M., Gann, D. M., & Phillips, N. (Eds.). (2013). <i>The Oxford handbook of innovation management</i> . OUP Oxford. 2. Ahmed, P. K., & Shepherd, C. D. (2010). <i>Innovation management: Context, strategies, systems, and processes</i> . Pearson. 3. Shane, S. (Ed.). (2009). <i>The handbook of technology and innovation management</i> . John Wiley & Sons. Supplementary: 1. Verloop, J., &Wissema, J. G. (2004). <i>Insight in innovation: managing innovation by understanding the laws of innovation</i> . Elsevier. 2. Eveleens, C. (2010). Innovation management; a literature review of innovation process models and their implications. <i>Science</i> , 800(2010), 900. 3. Westland, J. C. (2017). <i>Global innovation management</i> . Bloomsbury Publishing.
Range of content
1. The essence and types of innovations and sources of innovative ideas 2. Participants, elements and features of the innovation process 3. Organization and management in the R&D sector 4. Innovation systems: national, regional, sectoral 5. Conditions for implementing innovation - enterprise level 6. Efficiency of the company's innovative activities 7. Subjective foundations of innovation management - the level of a human being 8. The role of managers-leaders in managing innovation processes 9. Effective teamwork 10. Developing an innovation strategy
Didactic methods
1. Individual and group tasks. 2. Multimedia presentations. 3. Case studies.
Assessment methods and assessment criteria
Preparation of a paper and its presentation 51%-60% pts. - 3; 61%-70% pts. - 3,5; 71%-80% pts. - 4; 81%-90% pts. - 4,5; 91%-100% pts. - 5.