

SYLLABI

Basic data of module	
Academic Unit:	Faculty of Management, Program: Enterprise and Innovation Management
The name of the subject which you lecture	Innovation and entrepreneurship
Level:	Master
Status	Obligatory
Year:	I
Semester:	I
Number of hours:	3
ECTS:	6
Time /location:	USHAF
Lecturer (title/name):	
Contact details (e mail/phone of the lecturer):	
Subject description	
Subject description	<p>The purpose of this program is to introduce students to the concepts and practices of innovation in the context of business and entrepreneurship. This course is designed to help students identify, comprehend, and apply innovation as a tool for improving enterprise performance.</p> <p>Furthermore, this program will provide students with the opportunity to learn the fundamentals of theories related to the enterprise process while also encouraging them to apply this new knowledge and skills in the management of existing businesses or even the creation of new businesses.</p> <p>Furthermore, this program will assist students in being innovative, generating new ideas from which they can create innovative products or services.</p>
The aim of the subject:	The goal of this course is for students to understand the process of enterprise management as well as the creation of new enterprises, to understand the procedures for developing a business model and a business plan, and to understand the importance of innovation in organizations.
Expected of the learning outcomes:	<ul style="list-style-type: none"> • After completing this course, the student will be able to: • Identify and evaluate opportunities for the formation of new organizations; and • Solve problems that businesses face in order to attract customers. • To gain knowledge of critical thinking and problem-solving advice. • Provide a compelling business plan description to

	<p>communicate the value of the new venture to customers, investors, and other stakeholders.</p> <ul style="list-style-type: none"> • Recognize the significance of knowledge and creativity in terms of innovation and long-term development. • To comprehend the nature, process, and stages of developing innovations, as well as the process of transforming ideas into innovations in both the local and global contexts. 		
The segregated student's overload (must correspond with the learning outcome)			
Activities	Hours	Days/weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15
Internship	5	2	10
Contacts with teacher / consultations	1	5	5
Field exercises			
Midterm, Test	2	5	10
Homework			55
Studying (at the library or at home)	1	5	15
Final preparation for the exam	1	5	5
Time spent on evaluation (tests, quiz and final exam)	1	5	5
Projects and presentations			150
Total			
Teaching methodology and learning methodology	Lectures and exercises combined with case studies and class discussions.		
Evaluation method (criteria to pass exam)	<p>The final exam (written/oral), contains open, closed and alternative questions, 80 points - from the final exam, 20 points - seminar paper, research project, etc. The student passes the exam if he collects 50 points from all evaluation criteria,</p>		
The teaching/learning tools/ IT	Using the chart, Internet, wireless, computer, projector, powerpoint.		

The distribution of the theoretical and practical part of the studies	70% Theory 30% Practical Work with case studies Seminar paper, essay, or research project,
Literature	
Basic literature	<ul style="list-style-type: none"> • Paula Trot (2017) Innovation Management and New Product Development Sixth Edition • Rob Yeung: "The rules of Entrepreneurship ", 2007 • Proctor, T (2005) Creative Problem Solving for Managers, Routledge
Additional literature	<ul style="list-style-type: none"> • Lawrence McCahill , Carlos Saba - Building The Startup That Matters (2017)
The teaching/learning plan	
Week	Lecture units
I	<p>Presentation - informing students of the course syllabus,</p> <p>Introducing the syllabus and becoming acquainted with the subject is an important step at the start of a course. This presentation is essential for familiarizing students with the course structure, objectives, expectations, and lecture rules.</p>
II	<p>Entrepreneurship</p> <p>This lecture provides students with a number of important advantages for their personal and professional development. They will gain essential knowledge on the processes of creating and managing a business through this lecture, as well as important skills such as innovation, market analysis, and effective communication. Students are encouraged to explore and develop their own business ideas through hands-on projects and activities.</p>
III	<p>Business planning</p> <p>The business planning course provides students with an important platform for developing the knowledge and skills needed to create effective business plans. They will gain a fundamental understanding of planning processes such as identifying strategic goals, defining market segments, and designing marketing strategies as a result of this lecture. Students also learn how to analyse the external environment, competition, and financial opportunities using tools and techniques.</p>
IV	<p>Ways of drafting the action plan for the basic enterprise.</p> <p>This lecture provides students with in-depth knowledge and skills in the creation of concrete action plans for a variety of</p>

	<p>organizations and projects. They will learn the techniques and methods required to identify specific goals, formulate clear objectives, and determine concrete steps to success in this lecture. The lecture focuses on developing action plans that are feasible, with an emphasis on how to address potential challenges and use resources efficiently.</p>
V	<p>The SWOT analysis</p> <p>The SWOT Analysis lecture teaches students the fundamentals of assessing strengths, weaknesses, opportunities, and threats in an organizational context. SWOT analysis enables them to develop informed management strategies, allowing them to maximize their competitive advantages by utilizing resources and opportunities. This course assists students in developing the analytical and decision-making skills required to successfully contribute to the planning and development of projects and organizations.</p>
VI	<p>Enterprise profile analysis and motivation</p> <p>This lecture teaches students about the analytical processes that are used to understand the characteristics and motivating factors of a business. They will learn how to conduct a detailed analysis of key elements of a business, such as organizational structure, mission and vision, values, and internal team dynamics, in this lecture. The course assists students in developing their analytical and critical skills in order to contribute to the growth and success of a business through the application of management skills and team motivation.</p>
VII	<p>Understanding knowledge, creativity, and innovation</p> <p>This lecture teaches students about the complex interaction of knowledge, creativity, and innovation in an individual and organizational context. They will learn how knowledge, defined as general knowledge and experience, can be used to stimulate creativity and the development of innovative ideas in this lecture. Students learn how to identify and solve complex problems, as well as how to add value in a professional and organizational setting.</p>
VIII	<p>Types of innovation and creativity, discussion for the seminar paper,</p> <p>The lecture gives students a fundamental understanding of the</p>

	<p>various processes and forms of innovation and creativity in various contexts. They will learn how to innovate at various levels, including products, services, processes, and organizational strategies, through this lecture. The lecture also covers the sources and stimulators of creativity, as well as techniques and methods for encouraging the invention and development of new ideas. Students gain knowledge of radical and incremental innovation, as well as the ability to evaluate the impact and significance of each type of innovation in their professional and organizational contexts.</p> <p>In addition, through the seminar paper, the students analyse a recent innovation and its impact on consumers.</p>
IX	<p>The theoretical framework of the development of innovations and creativity.</p> <p>The lecture helps students to understand and integrate the main theories that determine the processes and factors of the development of innovations. Through this lecture, they learn about various theoretical models, including Linear Models, the Early Model, and the Dynamic Framework Model of Innovation. Students develop essential knowledge on understanding the development stages of innovations and the role of factors such as scientific research, competition, and social context.</p>
X	<p>Innovation and enterprises, presentation by students.</p> <p>The lecture teaches students about the importance of innovation in the context of businesses and organizations. They will learn in this lecture how innovation is a critical component for an enterprise's growth and sustainability, providing it with the necessary competitive advantages. Students participate in seminar work by analyzing innovative processes such as identifying opportunities, developing ideas, implementing, and managing innovative projects.</p>
XI	<p>Intellectual Property - Protection of Innovations, State Influence, Patents, Laws</p> <p>The lecture provides students with an essential understanding of the role and importance of intellectual property protection in the context of innovation and the development of new ideas. Through this lecture, they learn how to identify, understand, and protect</p>

	<p>their intellectual property rights, including patents, trademarks, and copyrights. The lecture includes theoretical and practical knowledge about patent application and approval processes, as well as strategies for protecting brands and other innovations.</p>
XII	<p>Problems in the implementation of innovations / Resistance to innovations</p> <p>The lecture gives students a thorough understanding of the challenges and dynamics involved in attempting to implement change and innovation in an organizational setting. They will learn how resistance to innovation can manifest itself at the individual, group, and organizational levels. The lecture discusses potential causes of resistance as well as strategies for dealing with it. Students gain in-depth knowledge of the role of communication, conflict resolution, and the relationship of innovation to organizational culture.</p>
XIII	<p>The importance of the creative approach in the development of innovation, the creative process of problem solving.</p> <p>The lecture provides students with an essential perspective on the role of creativity in the innovation process. Students develop knowledge of techniques and methods of stimulating creativity, including brainstorming, perspective shifting, and the use of information technology to stimulate the invention of new ideas. Through case studies and successful examples, they understand how creativity is an important catalyst for innovation and helps invent unique solutions to complex challenges.</p>
XIV	<p>Phase of Identifying the problem and relevant facts, defining the problem and generating ideas.</p> <p>The lecture provides a fundamental understanding of the process of identifying problems and stimulating creativity in the search for novel solutions. Students are introduced to methods for understanding the context of issues, such as market analysis, questionnaire use, and information gathering. Furthermore, they investigate idea generation techniques, such as methods and analysis of various perspectives, as well as the use of creative tools to generate new and innovative ideas.</p>

<p>XV</p>	<p>The phase of the creative choice of the innovative idea.</p> <p>The lecture covers in depth the techniques used to evaluate and select innovative ideas, as well as their potential to address problems and improve existing situations. Students investigate various methods for assessing the significance and ability of an idea to improve or transform a product, service, or process. They develop skills to critique and carefully select ideas through practical exercises and discussions, using specific innovative criteria and appropriate strategies to prioritize those with the greatest potential for success and positive impact.</p>
<p>Academic policy and the code of conduct:</p>	
<p>The student is obliged to follow the lectures regularly and to have correct behavior towards his colleagues and University staff, keeping calm and actively engaging in lectures and exercises is mandatory. During the hours of lectures and exercises, eating, whispering that interferes with class work and the use of mobile phones are PROHIBITED. At the same time, cell phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized exam aids, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the submitted work, the teacher has the right to ask the student to verify his/her work. This can be done through: repetition of work, written or oral testing, unexpected quiz or any other action deemed necessary by the lecturer.</p>	