

SYLLABI

Basic data of module	
Academic Unit:	Faculty of Management, Program: Enterprise and Innovation Management
The name of the subject which you lecture	Development of Personal Innovation
Level :	Master
Status	Elective
Year:	II
Semester:	III
Number of hours :	3
ECTS:	4
Time /location:	
Lecturer (title/name):	
Contact details (e mail/phone of the lecturer):	
Subject description	
Subject description	This program will offer students the opportunity to learn theoretical knowledge and develop practical skills in the organization and development of innovative activity in modern organizations, starting from the basic concepts of innovation development, Innovations, creativity and entrepreneurship, the organization of innovations and entrepreneurship. Corporate entrepreneurship, strategic management of innovation, development of new products and services, financing of innovative business ideas, prices of innovations, growth of firms and innovations, firm innovations and market structure, regulations of innovative activity, management of innovation projects, risks of innovation projects, etc.
The aim of the subject:	The aim of this course is to offer students a critical approach to creativity and innovation in the organization, to encourage students in the process of creating new ideas (products, services or even new ways of solving problems), to improve the ability of them to think creatively, explore the concept of innovation management, how to manage product innovation and build competitiveness through innovation, demonstrate recognition of government instruments for supporting innovations.
Expected of the learning outcomes:	After completing this module, students will be able to <ol style="list-style-type: none"> 1. Analyzes the entrepreneurial and innovative process and the mode of operation of entrepreneurial firms. 2. Builds the ability to lead innovative organizations 3. Applies the techniques of generating innovative ideas and creative thinking in solving problems in the organization. 4. Demonstrates analytical skills in the role of the organizational environment in promoting innovations within the organization. 5. Critically interprets government policies related to innovations. 6. Cultivates the ability to organize and manage the implementation of the innovative strategy 7. Apply effective methods of strategy formulation to organizational innovation

The segregated students overload (must correspond with the learning outcome)			
Activities	Hours	Days/weeks	Total
Lectures	3	15	45
Theoretical exercises / laboratory			
Internship			
Contacts with teacher / consultations			
Field exercises			
Midterm, Test			
Homework	1	10	10
Studying (at the library or at home)			25
Final preparation for the exam	1	5	5
Time spent on evaluation (tests, quiz and final exam)	5	1	5
Projects and presentations	1	10	10
Total			100
Teaching methodology and learning methodology	The lectures will be organized with the student at the center, the students' opinion will be heard about the literature that will be used, about the way the lecture will be organized, which will be coordinated with the students for interactive discussions related to the topics taught by taking case studies. which will be discussed in the group, the lesson based on a presented problem, commitment for the student to present the knowledge gained during the lecture and the presentation of works/projects related to the processed material.		
Evaluation method (criteria to pass exam)	<p>The evaluation and form of construction of the grade for students will be supported in the following three activities:</p> <ol style="list-style-type: none"> 1. Activity and engagement in learning - is evaluated with 10 points out of 100 possible points, Activity in learning - means that the student is active and involved in interactive discussions between professors-students, students-students, opening new topics that are related to the subject, giving ideas, opinions, critical thoughts in order to stimulate the debate during lectures. Engagement - means that the student performs and presents the tasks that are assigned at the end of each lecture and then discussed at the beginning of the next lecture. 2. Drafting and presentation of a assignment, project / seminar paper is evaluated with 20 points out of 100 possible points, Within the semester, the student (can be a group of students - no more than 3 students) must prepare a seminar project/paper (Word and PowerPoint), the same paper must be presented during the hours designated for presentation. The topic of the paper can be proposed by the professor and by the student - the topic proposed by the student must be approved by the professor, and the same must be in full correlation with the subject. 		

	<p>3. The final exam test is evaluated with 70 points out of 100 possible points,</p> <p>The student has the right to undergo the final exam - oral or written. The student will undergo the final exam test, after the completion of the course lectures, and it will be organized in the exam deadlines, determined by the University senate.</p> <p>The purpose of the exam is to evaluate the student's knowledge, skills, dexterity and competences, related to the results of previous learning for the material of the lectured subject.</p> <p>The exam test (form with questions) must be completed individually by the student and it must contain:</p> <ul style="list-style-type: none"> • objective questions, the same will be used to evaluate the student's abilities to recall and recognize the concepts and material of the course, • subjective questions of the essay/written task type for which the student himself must be able to give answers related to the material of the lectured subject, the same answers will be used to evaluate the student's understanding and abilities to apply the knowledge acquired in the analysis, synthesis and evaluation of the problem. <p>Students, after taking the exam, will build the final grade:</p> <ul style="list-style-type: none"> • max 10 points - activity and engagement in learning, • max 20 points - design and presentation of the project/seminar work, • max 70 points - final exam (or from two tests), <p>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% Exercises.
Literature	
Basic literature	<ol style="list-style-type: none"> 1. Trott, P (2008) Innovation Management and New Product Development, Prentice Hall 2. Vinnie Jauhari, SudanshuBhushan, Innovation Management, Oxford Higher Education, 2014.
Additional literature	<ol style="list-style-type: none"> 1. Henry, J (2006) Creative Management and Development, Sage Publications Ltd. 2. Proctor, T (2005) Creative Problem Solving for Managers, Routledge
The teaching/learning plan	
Week	Lecture units
I	<p>Presentation - informing students of the course syllabus; Basic concepts and definitions of innovation development; It is an introductory lecture, students will be informed of the course syllabus;</p>

	<p>emergence, creation and main features of innovation management; Innovation as a management object, definition, importance, functions, life cycle of innovation, etc. Expected result no. 1</p>
II	<p>Innovations; In this lecture, students will be introduced to the importance and nature of Innovations and creative thinking. Definition of Innovation. The importance of Innovations in the knowledge economy. Types of Innovations. Invention vs Innovation. The Innovation Process. Expected result no. 1 and 6.</p>
III	<p>Creativity, innovations and entrepreneurship. During this lecture we will have exercises and lectures, where the relationship between Creativity, Innovation and Entrepreneurship is reflected. The role of knowledge in promoting Innovations. Organizational structure and impact on innovation management. Expected result no. 1, 2, 4 and 6.</p>
IV	<p>Organization of innovations and entrepreneurship. In this lecture, we will have a repetition of the lectures developed in connection with the Meaning of creativity, Promotion of individual (personal) creativity, Innovation process, Barriers in the development of creativity and innovations, Generation and evaluation of ideas, Transformation of ideas into opportunities real for commercialization, etc. Expected result no. 1, 2, 3, 4 and 6.</p>
V	<p>Organization of innovations and entrepreneurship. In this lecture, we will have a repetition of the lectures developed in connection with the Meaning of creativity, Promotion of individual (personal) creativity, Innovation process, Barriers in the development of creativity and innovations, Generation and evaluation of ideas, Transformation of ideas into opportunities real for commercialization, etc. Expected result no. 1, 2, 3, 4 and 6.</p>
VI	<p>Strategic management of innovation In this lecture, interactive learning about entrepreneurship and innovation will be developed, giving space to individual discussions among students and further exploring the concept of strategic management in the field of innovation, the characteristics and choice of strategy, the goal and the general model of the innovation management system. , optimal control techniques, basic concepts of decision-making theory, classification problems of developing innovative strategies, etc. Expected result no. 1, 2, 3, 4, 6, and 7.</p>
VII	<p>Development of new products and services. In this lecture, the students will be asked for their opinion on the progress of the lectures and eventual suggestions for change or improvement in relation to the development of the product versus the services. New product development strategies. Organization of the new product development process. Support tools and technology for new products and services. Expected result no. 2, 3, 4, 6, and 7.</p>
VIII	<p>Financing of entrepreneurial/innovative ideas. During this lecture we will have exercises and repetitions related to the</p>

	<p>problems of financing innovations. Access to external sources of financing, Asymmetric information and access to financing. Expected result no. 2, 3, 5, 6, and 7.</p>
IX	<p>The price of innovations In this lecture we will have a repetition of the developed material, to continue with the Factors that influence the price setting process; Price management approach; The process of setting the prices of an innovative product; Innovative project pricing methods; Economic efficiency of innovations and methods of its analysis. Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
X	<p>Growth of firms and innovations In this lecture we will have exercises and lectures to relate to the influence of the characteristics of the individual, the firm and the environment on the growth of firms, the growth models of firms. Innovations and competitive advantages of the firm. Expected result no. 1, 2, 3, 4, 6, and 7.</p>
XI	<p>Innovations, the firm and market structure. In this lecture, there will be interactive discussions on the subject material to be processed to continue with Innovations, the firm and the structure of the industry, Economies of scale and the generation of innovations, The influence of market structures on the motives for investments in innovations of firms. Expected result no. 1,2,3,6 and 7.</p>
XII	<p>Innovation activity regulations During this lecture we will have exercises and lectures continuing with Regulatory Considerations, State Regulations of Innovation Activity, Implementation Methods, Patents, Licenses and Motives for Investments in Innovations, Support of New Businesses and Innovations. Entrepreneurial climate, as well as the presentation of projects by students. Expected result no. 2, 4, 5, 6 and 7.</p>
XIII	<p>Innovation project management In this lecture, we will repeat the developed material, to be connected to the Classification of innovation projects, Development of programs and projects, Features of management of innovation projects, Research and development of the innovation project, Approach to innovation with high involvement., and will continue with the presentation of the projects predetermined by the students. Expected result no. 1, 2, 4, 5, 6 and 7.</p>
XIV	<p>Risks of innovation projects In this lecture we will have exercises and repetition of the material developed by continuing with risk classification, accounting risks in projects, methods to reduce the impact of risks; Investment return conditions, accounting rate of return, net present value, internal rate of return to continue with the presentation of projects by students. Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
XV	<p>Recapitulation of material; Final project presentations Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
Academic policy and the code of conduct:	
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.