SYLLABI

Basic data of the subject	
Academic unit:	**Faculty of Management**
Program:	**Business Management and Entrepreneurship**
Course title:	**Innovation Management**
Level:	**Bachelor**
Subject status:	**Mandatory**
Year of studies:	**I**
Semester:	**II**
Number of hours per week:	**3**
Credit value – ECTS:	**6**
Time / location:	**UASF**
Subject professor:	
Contact details:	
Course Description	Basic concepts of creativity and innovation; The role of creativity in the function of innovations; Creative problem solving process. The process of creating innovations; The role of knowledge and information technology in creating new products and services. Strategic management of new technology and innovations. Development of a conceptual framework for evaluating the innovative capacities of the enterprise. The role of government in creating legislation for the inclusion of innovations in the knowledge economy (patents, licenses)..
Purpose of the course	The main purpose of this module is to understand the key principles, importance and application of knowledge management and creativity in the function of innovation.
Expected learning outcomes	Upon completing this module, students will be able to: 1. Know the main concepts and types of innovation. **(ECTS-0.5),** 2. Understand the importance of knowledge and creativity in terms of innovation and sustainable development. **(ECTS-0.5),** 3. Identify the process and stages of creating innovations, **(ECTS-1),** 4. Know the process of turning ideas into innovations, **(ECTS-1),** 5. Identify the main problems when creating innovations and managing innovations within the enterprise, **(ECTS-0.5),** 6. Realizes the link between innovation, creativity and entrepreneurship, **(ECTS-1),** 7. Understand the importance of the business environment for innovation, even in the context of globalization, **(ECTS-0.5),** 8. Demonstrated knowledge and understanding of opportunities to use key techniques and principles related to generating ideas and creative problem solving as well as commercializing innovations. **(ECTS-0.5),** 9. Communicates information effectively and is effective in teamwork. **(ECTS-0.5),**
Contribution to the student workload (which should correspond to the student's learning outcomes)	

Activity	Hours	Days/week	Total
Lectures	2	15	30
Theoretical exercises/assignments	1	15	15
Practical work	5	1	5
Contacts with teachers – consultations	1	5	5
Preparation for project assignments	1	5	5
Course project (planning + implementation)			
Homework	2	10	20
Student's own study time (in the library or at home)			50
Final exam preparation	2	5	10
Time spent on assessment (tests, final exam)	5	1	5
Projects, presentations, etc.	1	5	5
Total			**150**

Teaching methodology and learning methodology	Lectures and exercises combined with case studies and class discussions.
Assessment methods and passing criteria	**The assessment method** – is based on three activities – on which the final grade will be built: • Final exam:…….**100 points (%),** **Passing criteria**: **1. The final exam test is evaluated with 100 points (%) out of 100 points (%) possible:** The student will be subject to the final exam test, after the completion of the course lectures and within the exam deadlines determined by the University Senate. The purpose of the exam is to assess the student's knowledge, skills, abilities and competencies, related to the learning outcomes foreseen in the lectured course material. The exam test (question form) must be completed individually by the student and is evaluated according to the criteria and contains: • Theoretical questions (with alternative choices and short written answers) which will be used to assess the student's ability to recall and recognize the concepts and material of the course.....**80 points (%)** • Case study to be elaborated by the student related to Innovation and its impact on business management (but not only), problem assessment.....**20 points (%)** **Purpose of the test**: to assess the acquisition of learning outcomes and the ability to apply them in practical situations.

	Grades at UASF: **Grade** | **ECTS/Grade** | **Percent (%)** | **The definition** 10 | A | 90 - 100 | Excellent 9 | B | 80 - 89 | Excellent 8 | C | 70 - 79 | Very good 7 | D | 60 - 69 | Good 6 | E | 50 - 59 | Sufficient 5 | FX/F | 0 - 49 | Insufficient
Concretization tools – IT	Use of smartboard, laptop, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.
The ratio between the theoretical and practical part of the study	**70% - Theory,** **30% - Practical exercises,** This report aims to analyze the connection between the theoretical knowledge acquired during the lectures provided in the course module and the implementation of practical exercises (exercises with students, student quizzes in class, etc.) Of the total 150 hours planned for the course, the division is made according to the ratio of 70% with a focus on theory and 30% on practice. • 105 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module. • 45 hours are focused on practical exercises, case studies, group work. Distribution of 6 ECTS according to the ratio 70%-30%: ❖ 4 ECTS (70%) are dedicated to the theoretical part; ❖ 2 ECTS (30%) are dedicated to the practical part; This division reflects the balance between acquiring basic concepts and applying them through practical activities.
Literature	
Basic literature:	1. Tony Proctor, (2019), Creative Problem Solving for Managers, Fifth edition, Routledge, London, New York 2. Paul Trot (2017) Innovation Management and New Product Development Sixth Edition
Additional literature:	1. Paul Trot (2021), Innovation Management and New Product Development Seventh Edition, Pearson 2. Proctor, T (2005) Creative Problem Solving for Managers, Routledge. 3. Henry, J (2006) Creative Management and Develpment, Sage Publications Ltd. 4. Trott, P (2008) Innovation Management and New Product Development, Prentice Hall.
Designed lesson plan:	
Week	**The lecture that will be held**
First week	Understanding creativity and innovation
Second week	Types of innovation and creativity; R-1,
Third week	Organizational knowledge management;

	R-2,
Fourth week	Theoretical framework for the development of innovation and creativity; R-2, 3,
Fifth week	Innovation and enterprises; R-3,
Sixth week	Types of research and development process for creating innovations, and innovation system based on cooperation between stakeholders; R-4,
Seventh week	Intellectual Property - Protection of Innovations, State Impact, Patents, Laws; R-5,
Eighth week	Problems in implementing innovations / Resistance to innovation, Discussions; R-6,
Ninth week	The importance of creative approach to innovation development Creative problem solving process; R-7,
Tenth week	Problem Identification Phase and relevant facts; R-7, 8,
Eleventh week	Problem definition phase and idea generation; R-8,
Twelfth week	The creative selection phase of the innovative idea; R-8, 9,
Thirteenth week	Innovation acceptance and implementation phase; R-9,
Fourteenth week	Diffusion / adaptation of innovations; R-9,
Fifteenth week	Summary of the whole module
Academic policies and rules of conduct	
The student is obliged to attend lectures regularly and to have correct behavior towards colleagues and University staff, maintaining calm and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that hinders work in the classroom and the use of mobile phones are PROHIBITED. At the same time, mobile 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 aids in exams, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the work submitted, the professor has the right to ask the student to verify his/her work. This can be done through: repeating the work, written or oral testing, surprise quiz or any other action deemed necessary by the lecturer.	