

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
Field of study	Management							Degree level and programme type	first degree/ second degree
Specialisation/ diploma path	-							Study profile	-
Course name	Management of innovation							Course code	IS-FM-00072S
								Course type	elective
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	summer
	15	15						No. of ECTS credits	6
Entry requirements	Basics of Management								
Course objectives	<p>This course examines the theory and practice of promoting and managing innovation in start-ups and existing firms. It explores successful frameworks, strategies, funding techniques, business models, risks, and barriers for introducing break-through products and services. Topics include business model innovation, design-driven innovation, leadership, strategy, information technology, knowledge management, process improvement, performance measurement, and change management.</p>								
Course content	<ol style="list-style-type: none"> 1. Management of Innovation - basics definitions and models. Innovation versus Creativity 2. DNA of innovator 3. Managing for innovation 4. Entrepreneurship fundamentals 5. Creating and selling differentiated products/services 6. Business Model Canvas 7. Growth strategies 8. Embedding innovation and execution 9. "Design Thinking" as strategic innovation 10. Global Innovation Index 11. Summary and exam 								
Teaching methods	lecture, work in groups, case study, presentations								
Assessment method	Lecture - passing a written test, classes - two presentations: most innovatives companies and products according to countries and sectors, Global Innovation Index according to countries; case study, short written test.								

Symbol of learning outcome	Learning outcomes	Reference to the learning outcomes for the field of study	
	Knowledge: the graduate knows and understands		
L01	defines, identifies and classifies the essential aspects of innovation management	Z_W01, Z_W02, Z_W03	
L02	has basic knowledge in the field of innovation management models in the organization	Z_W04	
	Skills: the graduate is able to		
L03	identifies, analyses and interprets basic problems related to innovation management in organization	Z_U01, Z_U02, Z_U03, Z_U05, Z_U07, Z_U08, Z_U09	
L04	is able to make a critical analysis of processes, procedures and the instruction of innovation management strategy	Z_U15	
	Social competence: the graduate is ready to		
L05	is applies standards and ethical principles	Z_K01	
L06	is able to work in a team	_K02, Z_K03, Z_K04	
Symbol of learning outcome	Methods of assessing the learning outcomes	Type of tuition during which the outcome is assessed	
L01	exam, test, the assessment of work during the classes	L,C	
L02	exam, test, the assessment of work during the classes	L,C	
L03	exam, test, the assessment of work during the classes	L.C	
L04	discussions, evaluation of work during the classes	C	
L05	the assessment of work during the classes	C	
L06	the assessment of work during the classes	C	
Student workload (in hours)		No. of hours	
Calculation	lecture attendance	15 x 1 h =15	
	participation in classes	15 x 1h =15	
	preparation for classes	15 x 2 h =30	
	Homeworks	15 x 2 h =30	
	participation in student-teacher sessions related to the class	5h	
	preparation for the exam	30 h	
	preparation for the classes assessment	25 h	
	TOTAL:	150	
Quantitative indicators		HOURS	No. of ECTS credits
Student workload – activities that require direct teacher participation (30h+30h+30h= 90 h)		90h	3
Student workload – practical activities (30h+30h+20h = 80h)		80h	3

Basic references	<ol style="list-style-type: none"> 1. Chesbrough, Henry, Open Innovation; Boston, Mass.: Harvard Business School Press, 2003. 2. Dyer J., et al., The Innovators' DNA of Innovator, Harvard Business Review Press, 2011. 3. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012. 4. Hamel, Gary, The Future of Management; Boston: Harvard Business School Press, 2007 5. Kelley, Tom, The Ten Faces of Innovation, New York: Currency Doubleday, 2005. 6. Miller, Roger & Cote, Marcel, Innovation Reinvented, Toronto: University of Toronto Press, 2012. 7. Verganti, Roberto, Design-Driven Innovation, Boston, Harvard Business School Press, 2009. 	
Supplementary references	<ol style="list-style-type: none"> 1. Ruokolainen, Jari, "Constructing the first customer reference to support the growth of a start-up software technology company", European Journal of Innovation Management, Volume 11, Number 2, 2008, pp. 282 – 305 2. Neely, A., Najjar, M. (2006), "Management learning not management control: the true role of performance measurement", California Management Review, Vol. 48 No.3, pp.101-16. (available at http://cmr.berkeley.edu/search/articleDetail.aspx?article=5399). 	
Organisational unit conducting the course	Department of Management, Economy and Finance	Date of issuing the programme
Author of the programme	Urszula Kobylińska, PhD	21-02-2022

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar