COURSE DESCRIPTION CARD

<table>
<tr><td colspan="10">Bialystok University of Technology
Faculty of Engineering Management</td></tr>
<tr><td>Field of study</td><td colspan="6">Management</td><td>Degree level and programme type</td><td>first degree/ second degree</td></tr>
<tr><td>Specialisation/ diploma path</td><td colspan="6">-</td><td>Study profile</td><td>-</td></tr>
<tr><td rowspan="2">Course name</td><td colspan="6" rowspan="2">Management of innovation</td><td>Course code</td><td>IS-FM-00072W</td></tr>
<tr><td>Course type</td><td>elective</td></tr>
<tr><td rowspan="2">Forms and number of hours of educational activities</td><td>L</td><td>C</td><td>LC</td><td>P</td><td>SW</td><td>FW</td><td>S</td><td>Semester</td><td>winter</td></tr>
<tr><td>15</td><td>15</td><td></td><td></td><td></td><td></td><td></td><td>No. of ECTS credits</td><td>6</td></tr>
<tr><td>Entry requirements</td><td colspan="9">Basics of Management</td></tr>
<tr><td>Course objectives</td><td colspan="9">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.</td></tr>
<tr><td>Course content</td><td colspan="9">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</td></tr>
<tr><td>Teaching methods</td><td colspan="9">lecture, work in groups, case study, presentations</td></tr>
<tr><td>Assessment method</td><td colspan="9">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.</td></tr>
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Symbol of learning outcome	Learning outcomes	Reference to the learning outcomes for the field of study
	Knowledge: the graduate knows and understands	
LO1	defines, identifies and classifies the essential aspects of innovation management	Z_W01, Z_W02, Z_W03
LO2	has basic knowledge in the field of innovation management models in the organization	Z_W04
	Skills: the graduate is able to	
LO3	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
LO4	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	
LO5	is applies standards and ethical principles	Z_K01
LO6	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
LO1	exam, test, the assessment of work during the classes	L,C
LO2	exam, test, the assessment of work during the classes	L,C
LO3	exam, test, the assessment of work during the classes	L.C
LO4	discussions, evaluation of work during the classes	C
LO5	the assessment of work during the classes	C
LO6	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	1.Chesbrough, Henry, Open Innovation; Boston, Mass.: Harvard Business School Press, 2003. 2. Dyer J., et al., The Innovators' DNA of Innovator, Hrvard 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	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