



Syllabus Course Program



ST 05 Management of innovative development

Specialty
075 Marketing

Institute
Institute of Economics, Management and International Business

Educational program
Marketing

Department
Marketing (201)

Level of education
Master's level

Course type
Special (professional), Mandatory

Semester
1

Language of instruction
English,

Lecturers and course developers



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Courses: "Marketing of innovations", "Management of innovative development", "Innovative marketing"

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General information

Summary

The discipline outlines the theoretical-methodological and methodical foundations of market-oriented management of innovative development of economic entities at various levels, the conceptual foundations of the formation of the organizational-economic management mechanism, as well as the appropriate toolkit for the implementation of its functions.

Course objectives and goals

The goal of the discipline is to form students a complete system of knowledge and skills necessary for making economically sound decisions on managing the innovative development of an enterprise or

institution, industry, region, national economy as a whole, in the conditions of technological transformations caused by the fourth industrial revolution and changes in technological systems.

Format of classes

Lectures, practical work, consultations. Individual calculation task. Final control - exam.

Competencies

GC 2. The ability to generate new ideas (creativity).

GC 3. Ability to evaluate and ensure the quality of performed works.

GC 4. Ability to adapt and act in a new situation.

SC 1. The ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing.

SC 6. The ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network.

SC 9. The ability to carry out theoretical and applied research in the field of marketing at an appropriate level.

Learning outcomes

LO1. To know and be able to apply modern principles, theories, methods and practical methods of marketing in practical activities.

LO4. Be able to develop a strategy and tactics of marketing activity taking into account the cross-functional nature of its implementation.

LO13. Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, practical classes - 32 hours, self-study - 72 hours.

Course prerequisites

There are no special prerequisites for studying the discipline.

Features of the course, teaching and learning methods, and technologies

Lectures are conducted using multimedia tools (Microsoft Teams), presentations and supporting notes. In practical classes, typical tasks are solved, specific examples (cases) are analyzed, and the results of the calculations obtained in the tasks are discussed. The team work method is used. The calculation task is defended using presentation materials and multimedia tools. Study materials (lecture notes, case studies, presentations) are provided to applicants using a virtual learning environment.

Program of the course

Topics of the lectures

Topic 1. Innovation and innovation

1.1. The essence of innovation and innovation

1.2. Classification of innovations

1.3. The impact of innovation on various aspects of human activity

1.4. Innovative culture and its impact on socio-economic development

Topic 2. Theories of innovative development

2.1. Economic cycles

2.2. Technological modes and their periodization

2.3. The structure of the economy of Ukraine by technological structures

2.4. Industrial revolutions and their evolution.

2.5. The fourth industrial revolution: prospects and problems

Topic 3. Innovative development and its varieties

- 3.1. Comparative characteristics of types of economic development
- 3.2. The concept of innovative development, its essence and content
- 3.3. Comparative characteristics of directions of innovative development
- 3.4. Management of innovative development of the enterprise

Topic 4. Innovative development of enterprise market opportunities

- 4.1. Market opportunities and potential for innovative development of the enterprise
- 4.2. Classification of market opportunities for enterprise development
- 4.2. Approaches to the choice of directions of innovative development of market opportunities of the enterprise

Topic 5. Innovation process and its characteristics

- 5.1. Innovation process, options for its structural construction
- 5.2. Innovative and life cycle of product innovation. Characteristics of their stages
- 5.3. Varieties of innovative business
- 5.4. Variants of the innovation process and their characteristics
- 5.5. Management of the life cycle of an innovative product

Topic 6. Selection of the target market for the implementation of the innovative development project

- 6.1. Segmentation as a method of factor analysis of market opportunities for innovative development of the enterprise
- 6.2. Strategic approaches to choosing a target market for innovation by segmentation
- 6.3. Criterion and base, sequence and content of procedures for appreciation and selection of the target market for innovation

Topic 7. Strategic management of innovative development of the enterprise

- 7.1. Structure, information and instrumental support of strategic management of innovative development of the enterprise
- 7.2. Strategies of innovative development of the enterprise, their comparative characteristics
- 7.3. The sequence and content of procedures for choosing strategies for innovative development of the enterprise

Topic 8. Risks of innovative development projects: methods for their analysis and reduction

- 8.1. System of innovative risks. Dualism of innovation risks
- 8.2. Qualitative analysis of innovation risk
- 8.3. Methods of quantitative analysis of innovation risk
- 8.4. Basic methods of reducing innovation risk

Topic 9. Financing of innovation activity

- 9.1. Mechanisms of financing innovation activity
- 9.2. Financial and economic analysis of an innovative project from the perspective of an innovator
- 9.3. Financial and economic analysis of an innovative project from the investor's perspective

Topic 10. Comprehensive evaluation of innovative development projects

- 10.1. Types of effects of innovation
- 10.2. Evaluation of the synergistic effect of an innovative project
- 10.2. Methodical principles of comprehensive evaluation of the effectiveness of an innovative project

Topic 11. Intellectual capital as a driver of innovative development of enterprise

- 11.1. The concept of intellectual capital of the enterprise, its structure
- 11.2. Knowledge as an element of intellectual capital
- 11.3. Innovative culture of enterprise as an element of intellectual capital
- 11.4. Objects of intellectual property - components of intellectual capital
- 11.5. Evaluation of intellectual capital

Topic 12. Organizational support of the innovation process

- 12.1. Formation of the innovative project team
- 12.2. Organizational structures of innovation process management
- 12.3. Staff Recruitment
- 12.4. Motivation and working conditions of staff
- 12.5. Innovation project team management styles

Topic 13. State support for innovation

- 13.1. Financing
- 13.2. Provision of Benefits
- 13.3. Organizational support
- 13.4. Mechanisms of regulation and stimulation of innovation activity

Topic 14. Features of innovative development in the digital economy

14.1. The concept of digital economy. Countries leading in digitalization of the economy

14.2. Ukraine's position in the digital readiness ranking

14.3. Competitive advantages and disadvantages of digitalization of Ukraine's economy

Topic 15. The education system as one of the main prerequisites for innovative development in the context of technological transformations of the fourth industrial revolution

15.1. Problems and prospects of innovative development in the conditions of the fourth industrial revolution

15.2. Labour market and training problems caused by the Fourth Industrial Revolution

15.3. The prospects for the development of higher education are created by the Fourth Industrial Revolution

Topics of the workshops

Topic 1. Conceptual foundations and modern theories and tendencies of innovative development

Analysis of technological and economic transformations caused by the fourth industrial revolution and changes in technological structures (completion of the 5th and beginning of the 6th). Analysis of current trends in innovative development

Topic 2. Analysis of market opportunities for innovative development

Identification of market environment factors that contribute to the innovative development of an enterprise or industry, as well as those that cause threats. Analysis of market opportunities for innovative development of an enterprise or industry, taking into account the influence of certain factors. Selection of promising directions of innovative development of market opportunities

Topic 3. Analysis of the potential of innovative development of the enterprise

Evaluation and analysis of the adequacy of the level of components of the potential of innovative development of the enterprise for the implementation of 2 promising directions of innovative development selected at the practical lesson.

Topic 4. Development of a scheme of innovation and the life cycle of a particular innovation

Building an innovation cycle scheme for the selected product with the definition of stages, their duration, work performed on them.

Topic 5. Justification of the choice of strategy of innovative development of the enterprise

Justification of the choice of the type of strategy for innovative development of the enterprise, taking into account its strategic potential and the conditions in which it operates.

Topic 6. Comprehensive evaluation of innovative development projects

Comprehensive evaluation and selection of the best of a number of alternative innovative projects in accordance with the concept of balanced indicators.

Topic 7. Justification of the choice of the organizational structure of the innovation project team

Determination of a rational organizational structure of an innovative organization (innovation project team). Development of recommendations for its improvement.

Topic 8. Evaluation of the synergistic effect of digitalization of the chosen type of activity

Determine the types, nature (reinforcing or decreasing) and degree of influence of expected effects as a consequence in the digitalization of the chosen type of activity (business). Calculate the synergistic effect of digitalization. Assess the feasibility of digitalization.

Topics of the laboratory classes

Laboratory classes is not provided by the curriculum.

Self-study

The course involves the implementation of an individual calculation task on the topic: "Development of innovative business development."

Course materials and recommended reading

Main literature:

1. Ілляшенко С.М. Управління інноваційним розвитком: Навчальний посібник. – 2-ге вид., перероб. і доп. Суми: ВТД „Університетська книга”; К.: Видавничий дім „Княгиня Ольга”, 2020. 324 с.
2. Управління інноваційною діяльністю. Основи інноваційного менеджменту : магістерський курс / за ред. д.е.н., проф. С.М. Ілляшенка. Суми : Університетська книга, 2020. 850 с.
3. Управління інноваційною діяльністю. Інноваційний менеджмент в знаннеорієнтованій економіці : магістерський курс / за ред. д.е.н., проф. С.М. Ілляшенка. Суми : Університетська книга, 2020. 728 с.
4. Ілляшенко С.М., Шипуліна Ю.С., Ілляшенко Н.С. Управління інноваційним розвитком в умовах технологічних трансформацій : монографія. Суми: Триторія, 2023. 228 с.

Further reading:

1. Маркетинг інноваційних товарів: методичні рекомендації до практичних занять з освітньої компоненти «Маркетинг інноваційних товарів». Укладачі: Л.Д. Павловська, А.А. Ковпака. Житомир: Вид-во ЖДУ ім. І. Франка, 2021. 34 с.
2. Інноваційний маркетинг: навч. Посібник / В.В. Барабанова, Г.А. Богатирьова. Кривий Ріг : Вид.ДонНУЕТ, 2022. 145 с.
3. Турчин Л.Я. Конспект лекцій з дисципліни "Маркетингові інновації". Тернопіль: ТНЕУ, 2018. 103 с.
4. Маркетинг технічних інновацій: навч. посіб. / М.К. Сукач, І.В. Ніколенко, Г.О. Оборський та ін.; за ред. д.т.н., проф. М.К. Сукача. К.: Видавництво Ліра-К, 2016. 414 с.
5. Ілляшенко Н.С. Організаційно-економічні засади інноваційного маркетингу промислових підприємств : монографія. Суми : СумДУ, 2011. 192с.
6. Маркетинг : бакалаврський курс : Підручник. За заг. ред. С. М. Ілляшенка. Суми : Університетська книга, 2016. 1134 с.
7. Гризовська Л.О., Романова А.В. Маркетинг інновацій як інструмент успішного бізнесу. Економіка і суспільство, 2018. № 16. С. 301-307.
8. Маркетинг інновацій: ділові ігри та кейси для студентів усіх спеціальностей другого (магістерського) рівня / уклад. Л. О. Мажник, Г. В. Демченко. Харків : ХНЕУ ім. С. Кузнеця, 2017. 51 с.
9. Маркетинг інновацій : навч. посібн. / О. М. Ястремська, К. В. Тонева. – Х. : Вид. ХНЕУ, 2013. – 128 с.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% final assessment in the form of an exam (20%) and a current assessment (80%).

Exam (testing) – 20 points;

Current assessment:

- 30 points - evaluation of tasks in practical classes;
- 20 points - current controls in practical classes;
- 30 points – writing and defending an individual calculation task

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

28.08.2023



Head of the department
Diana RAIKO

28.08.2023



Guarantor of the educational
program
Oleksandra KOSENKO