

## COURSE SYLLABUS

**LECTURER**

**Roman Poberezhnyi, *roman.poberezhnyi@khpi.edu.ua***



**PhD (Economics), Associate professor of Innovative Entrepreneurship Management and International Economic Relations department, National Technical University “Kharkiv polytechnic institute” Authored and co-authored more than 94 scientific publications. Courses: Econometrics; Management of small and medium business enterprises; Innovation management.**

## ent is aimed at developing new knowledge about: the

<b>Student workload (credits) / Type of course</b>	5 / Mandatory	<b>Lectures (hours)</b>	32	<b>Workshops (hours)</b>	32	<b>Self-study (hours)</b>	86
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Program competences	GC03. The ability to abstract thinking, analysis, synthesis.
	GC04. The ability to apply knowledge in practical situations.
	GC05. Knowledge and understanding the subject area and understanding the professional activity.

GC09.The ability to learn and master modern knowledge GC11.The ability to adapt and act in a new situation GC12.The ability to generate new ideas (creativity)  
 SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment. SC03. The ability to identify prospects of organization development.  
 SC08. The ability to plan the organization activity and to manage the time.  
 SC09 (BA). The ability to generate business ideas, to justify the feasibility and forms of their implementation as well as present them to stakeholders.

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO03. To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership	Interactive lectures with presentations, discussions, workshops, case-based learning	Written assignment (CAS), practical assessment (CAS), online tests (CAS), exam in the form of an oral answer (FAS)
LO04. To show skills of identification of problems and justification of management decisions	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, student-peer feedback, problem-based learning	Practical assessment (CAS), problem sheets (CAS), online tests (CAS), exam in the form of an oral answer (FAS)
LO05. To describe the content of the functional areas of the organization	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Written assignment (CAS), practical assessment (CAS), exam in the form of an oral answer (FAS)
LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical	Research work (fieldwork), workshops, project-based learning, individual and teamwork	Written assignment (CAS), data collection and reporting on fieldwork (CAS), oral defense of settlement work (FAS)
LO17. To conduct researches individually and/or in group under the leadership of the leader	Research work (fieldwork), workshops, project-based learning, individual and teamwork	Written assignments (CAS), reporting on fieldwork (CAS), oral defense of settlement work (FAS), exam in the form of an oral answer (FAS)

## ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points	<b>100% Final assessment</b> as a result of Final exam (30%) and Continuous assessment (70%). <b>30% Final exam:</b> oral answer <b>70% Continuous assessment:</b> <ul style="list-style-type: none"><li>• 20% practical assessment (including problem sheets, and case-studies);</li><li>• 20% individual assignment;</li><li>• 20% term control (2 modular works,online tests);</li><li>• 10% independent work.</li></ul>
	90-100	A	excellent		
	82-89	B	good		
	74-81	C			
	64-73	D	satisfactory		
	60-63	E			
	35-59	FX	Unsatisfactory (with the exam retake option)		
	0-34	F	Unsatisfactory (with mandatory repetition of the course)		

Course policy	Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.
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## COURSE STRUCTURE AND CONTENT

Lecture 1-2	Management of innovative development of enterprises: basic concepts, principles, methods and functions.	Workshop 1-2	Innovation management in the management system of the organization.	S e l f - s t u d y	Types of ways of economic development. Principles of innovative way of development. Methods of managing innovative development at the macro level.
Lecture 3-4	Formation of organizational and economic mechanism of management of innovative development.	Workshop 3-4	Innovation activity as an object of innovation management.		Functions of management of innovative development at the micro level. Innovation development management system. The structure of the organizational and economic mechanism for managing the innovative development of the enterprise.
Lecture 5-6	Directions of innovative development: concept, classification and comparative characteristics.	Workshop 5-6	Organizational forms of innovation.		Comparative characteristics of the directions of innovative development depending on the motives.
Lecture 7	Choosing of directions of innovative development.	Workshop 7-8	Planning of innovation processes.		Recommendations for the choice of directions of development in the field of their application. Model of choice of directions of innovative development.
Lecture 8	Criteria and methodical bases of a choice of directions of innovative development of the enterprises.				
Lecture 9	Marketing approach to the development and introduction of innovations to the market.	Workshop 9-10	Financing innovations and risks.		Criteria for step-by-step decision-making to justify the choice in the planes of homogeneous options and different areas of application. Innovative and life cycles of product innovation. Marketing tools at the stages of the innovation process.
Lecture 10	Development of ideas and concepts of innovations and their analysis.				
Lecture 11	Sources and mechanisms of investment innovations.	Workshop 11-12	Innovation project management.		Mechanisms for mobilizing borrowed funds. Optimal structure of sources of investment resources for the recipient of the investment and the investor.
Lecture 12	Formation and optimization of investment resources.				
Lecture 13	Information base for managing the innovative development of enterprises.	Workshop 13-15	Evaluation of the effectiveness of innovation activities of the organization.		Indicators of information efficiency. Characteristics of information support for different stages of choosing the directions of innovative development of the enterprise. Exchange of information flows in the decision-making process on the choice of directions of innovative development of the enterprise.
Lecture 14	Information models of interaction of information flows at the stages of decision-making on the choice of directions of innovative development.				
Lecture 15	Development of an innovative strategy for enterprise development	Workshop 16	Preparing a Brief Overview and Final presentation		Factors and criteria for choosing an innovation strategy. Interaction of enterprise development strategies. The principle of parallel development of investment and marketing strategies for innovative development. Principles, stages and criteria for developing an investment strategy for innovative development.
Lecture 16	Investment and marketing strategies of innovative development.				

## RECOMMENDED READING

### Compulsory

1. Drucker, P.F. (2011) Innovation and Entrepreneurship. HarperCollins Publishers Inc.
2. Satell, G. (2017) Mapping Innovation: A Playbook for Navigating a Disruptive Age. McGraw-Hill Education
3. Burns, P., & Dewhurst, J. (Eds.). (2016). Small business and entrepreneurship. Macmillan International Higher Education.
4. Osterwalder, A., Pigneur, Y. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series). John Wiley and Sons.
5. Wunker, S., Farber, D., Wattman, J. (2016) Jobs to Be Done: A Roadmap for Customer-Centered Innovation. AMACOM.
6. Kim, C.W., Mauborgne, R. (2015) Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business Review Press.
7. Bahcall, S. (2019) Loonshots: How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries. St. Martin's Press.

### Additional

8. Robinson, A., Schroeder, D. (2006) Ideas Are Free: How the Idea Revolution Is Liberating People and Transforming Organizations. Berrett-Koehler Publishers.
9. Chesbrough, H. (2006) Open Innovation: The New Imperative for Creating and Profiting from Technology. Harvard Business Review Press.
10. Rehn, A. (2019) Innovation for the Fatigued: How to Build a Culture of Deep Creativity. Kogan Page
11. Laloux, F. (2014) Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage of Human Consciousness. Nelson Parker.
12. Pisano, G. (2019) Creative Construction: The DNA of Sustained Innovation. PublicAffairs.
13. Maurya, A. (2016) Scaling Lean: Mastering the Key Metrics for Startup Growth. Portfolio.

## Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU “KhPI”.

The content of this syllabus is consistent with the Innovation Management course program.