



Syllabus Course Program



Management of innovations in international business

Specialty

073 – Management

Institute

Institute of Education and Science in Economics, Management and International Business

Educational program

Business administration (in English)

Department

Management (204)

Level of education

Master's level

Course type

Elective (optional)

Semester

2

Language of instruction

English

Lecturers and course developers



Andrii Ivakhnenko

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Ph.D. in Economic Sciences, associate professor of Management department

Authored and co-authored over 70 scientific and methodological publications.

Courses: International Marketing, Supply chain management, Innovative activities in International Business

More about the lecturer on the department's website:

<https://web.kpi.kharkov.ua/mto/about/staff/ivakhnenko/>

General information

Summary

The management of innovations in international business course is focused on mastering the skills related to management of innovations in the international business environment and the competencies necessary for activities in the field of technological management of innovations. The main focus is on the process of in-depth study of the specifics of the application of modern approaches to management of innovations in international companies and the analysis of practical cases.

Course objectives and goals

Formation of a knowledge system of future specialists about the most important aspects of the organizational foundations of management of innovations in international business, creation of competence in objective laws, mechanisms and features of innovation in international business, as well as the acquisition of skills and abilities to research and forecast the innovation environment of international business.

Format of classes

Lectures, workshops, self-study. Individual assignment. Final control in the form of a differentiated grading.

Competencies

SC2. The ability to define values, vision, mission, goals and the criteria, which can be used by an organization for choosing directions for future development, to create and implement corresponding strategies and plans.

SC7. The ability to develop and manage projects, take the initiative and demonstrate entrepreneurial capability.

Learning outcomes

LO 02. To identify problems within an organization and justify methods for solving them.

LO 04. To justify and manage projects, and generate entrepreneurial ideas.

LO 05. To plan organizational activities in both strategic and tactical dimensions.

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, workshops - 16 hours, self-study - 72 hours.

Course prerequisites

The prerequisites for this course are knowledge and practical skills, demonstrated by successfully passing the Unified Professional Entrance Exam in Management and Administration (Order of the Ministry of Education and Science of Ukraine No. 157 dated February 11, 2022).

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

Lectures are delivered interactively with the use of multimedia technologies. Workshops focus on the use of modern information technology and popular software tools that are required in real-world situations. Learning materials are available to students via Microsoft Teams.

Program of the course

Topics of the lectures

Topic 1 (Lecture 1). Introduction: subject, goals and objectives of the course “Management of Innovations in International Business”. The role of the course in the formation of skills of a modern manager.

Topic 2. (Lecture 2). Innovative activity in international business. Concepts, objects and forms of innovation management. Innovative projects in international companies.

Topic 3. (Lectures 3 - 4). Planning and justification of innovation activities in international business. Characterization of the stages of creation and implementation of modern innovative projects in international business. Life cycle of innovative projects.

Topic 4. (Lectures 5 - 6). Methodological approaches to assessing innovation in international business. Comparison of companies in terms of innovation. The ratio of financing and profitability of innovation in international companies.

Topic 5. (Lecture 7). Modern methods of financing innovation in international business. Pricing of innovative products in international companies.

Topic 6. (Lecture 8). Risks of modern innovation management in international business. Classification of innovation risks. Approaches to reducing the risk of innovative projects in international business.

Topic 7. (Lecture 9). Long-term and short-term planning when making decisions about innovation in international business. Features of approaches to planning innovation activities in international companies in various industries.

Topic 8. (Lecture 10 - 11). Units for the creation of innovative and high-tech products in international companies. Management and development of units for the creation of innovative products in international companies. Determination of the effectiveness of the units for the development of innovative solutions.

Topic 9. (Lecture 12 - 13). The role of forecasting the development of innovations in the activities of companies. Modern methods of forecasting the directions of innovation in international business. Assessment of the potential of an international company based on its innovation profile.

Topic 10. (Lecture 14). Innovative activity in international business as a manifestation of globalization processes. Commercialization in innovation activity. International transfer of scientific and technical innovations. Donors and recipients of scientific and technical innovations in international business.

Topic 11. (Lecture 15). The impact of globalization and internationalization processes on the development of innovations in the international business space. The role of technological innovation in the creation of international value chains.

Topic 12. (Lecture 16). The impact of innovative solutions in international business on the development of society. The role of participants in international business processes in global social change. Innovative and technological activities and the environment.

Topics of the workshops

Topic 1: Content and current challenges of innovation management in international business. Evolution of innovation activities in international companies.

Topic 2. The place of innovation in the activities of international companies. Implementation of innovative projects in international business. Planning of innovation activities in the short and long term.

Topic 3. Approaches used to assess the economic feasibility of innovative projects in international business. Expectations and calculation of economic and social efficiency during the implementation of innovations.

Topic 4. Management of units for the development and adaptation of innovative products in international companies. Financing of innovation and technological activities. Modern project R@D teams.

Topic 5. Influence of external and internal environmental factors on the activities of companies.

Innovation risks. Emergence and prevention of risks in innovation management in international business.

Topic 6. Planning gradual and breakthrough innovations in international business with the help of modern tools. The fundamental difference between incremental and breakthrough innovations. Profit of incremental and disruptive innovations.

Topic 7. Participants in the process of commoditization and transfer of scientific and technical innovations in international business. Donors and recipients of innovations.

Topic 8: The impact of innovation management on the development of international companies at the present stage and possible directions for further development of innovation management.

Topics of the laboratory classes

No laboratory classes are included in the plan.

Self-study

The course involves learning additional materials regarding the topics of the lectures.

Students are also recommended additional materials for independent study and analysis.

Course materials and recommended reading

1. Kadareja A. External Risks of Innovation Projects. Innovation Management. URL: <https://innovationmanagement.se/2012/08/20/external-risks-of-innovation-projects>
2. Lundvall B. A., National Systems of Innovation. Towards a Theory of Innovation and Interactive Learning. London: Pinter Publishers, 1992. 266 p.
3. European Commission Industry 5.0. 2021. URL: https://ec.europa.eu/info/research-and-innovation/research-area/industrial-research-and-innovation/industry-50_en
4. Foss, N. J. and Saebi. Business Models and Business Model Innovation: Bringing Organization into the Discussion. 2015. Chapter 1. 119 p.
5. Sher G. Investing in Ukraine's brains is vital for the country's post-war prosperity. Atlantic Council. 2022. URL: <https://www.atlanticcouncil.org/blogs/ukrainealert/investing-in-ukraines-brains-is-vital-for-the-countrys-post-war-prosperity>
6. An official website of the European Union Horizon Europe, the EU research and innovation program 2021 – 2027. URL: <https://op.europa.eu/en/web/eu-law-and-publications/publication-detail/-/publication/93de16a0-821d-11eb-9ac9-01aa75ed71a1>
7. Rin M. (DA), Penas M.F. Venture capital and innovation strategies. Industrial and Corporate Change. vol. 26. № 5. 2017. P. 781 – 800.

8. Dutta S., Lanvin B., Rivera L. & Wunsch-Vincent S. Global Innovation Index 2022. WIPO. 2022. URL: <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-2000-2022-section1-en-gii-2022-ata-glance-global-innovation-index-2022-15th-edition.pdf>.

9. Ivakhnenko A.V. Forecasting the development of scientific and technical innovations at industrial enterprises of Ukraine, 2020. № 33 (85). p. 37 – 41.

10. Kučera J. & Fil'a M. R&D expenditure, innovation performance and economic development of the EU countries. Entrepreneurship and Sustainability. 2022. Vol. 9. DOI: [http://doi.org/10.9770/jesi.2022.9.3\(14\)](http://doi.org/10.9770/jesi.2022.9.3(14))

Assessment and grading

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

100% of the final grade consists of the final assessment (30%) and the current assessment (70%).
Final assessment: results of the student's independent work (30%). Current assessment: tests (30%); completion of tasks during workshops (40%).

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



Head of the department
Olena PROKHORENKO

August 28, 2024

Guarantor of the educational
program



Pavlo BRIN

August 28, 2024