



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Innovation	

Academic staff	Core academic unit(s)
Coordinating: lekt. Jaroslav Urbanovič Other:	Business School, Saulėtekis av. 22, Vilnius

Study cycle	Type of the course unit
First	Elective

Mode of delivery	Semester or period when it is delivered	Language of instruction
Blended	Spring (4th semester)	English

Requisites	
Prerequisites:	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	50	80

Purpose of the course unit
To develop students' abilities to create and manage innovations in a modern business environment, providing theoretical knowledge and practical skills in the areas of innovation identification, creation, evaluation, and implementation. The course focuses on the practical application of innovations, data analysis, and decision-making based on real company activities.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Be able to critically analyze the organization's innovation potential based on its vision, mission, and strategy.	Interactive lectures, Case analysis, Practical assignments	Presentation of practical work, Case analysis with survey
Be able to apply advanced data analysis methods for identifying and evaluating innovation opportunities.	Practical assignments, Data analysis practice, Problem-based learning	Heat map analysis, part of practical work
Be able to generate and evaluate radical and incremental innovations in a business context.	Group work, Design thinking sessions, Innovation workshops	Innovation portfolio, part of practical work

Be able to prepare and present an innovative project with sound reasoning.	Project work, Presentation practice, Expert consultations	Final project presentation
Will be able to critically analyze the organization's innovation potential based on its vision, mission, and strategy.	Interactive lectures, Case analysis, Practical tasks	Presentation of practical work, Case analysis with survey

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Contemporary concept and typology of innovation	6		2				8	6	Preliminary analysis of the selected company
2. Innovation strategy and culture in an organization	6		2				8	14	Evaluation of innovation culture
3. Data analytics in the innovation process	5		4				9	10	Collect data from open data sources
4. Creation of radical and incremental innovations	6		4				10	15	Innovation assessment matrix
5. Innovation project management and risk control	4		4				8	10	Project plan development
6. Innovation commercialization and value creation	5	2					7	25	Preparation of presentation, presentation
Total	32	2	16				50	80	

Assessment strategy	Weight %	Deadline	Assessment criteria
Case analysis with survey	30	After completion of Topic 4	Understanding of theoretical concepts (10%) Analysis of practical cases (10%) Data interpretation (10%)
Final project presentation	70	End of semester	Innovation identification and justification (20%) Data analysis and heat map quality (15%) Completeness and feasibility of the innovation project (20%) Professionalism and argumentation of presentation (15%)

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Cooper, R. G.	2023	Winning at New Products: Creating Value Through Innovation	6th Edition	Basic Books
Goffin, K., Mitchell, R.	2023	Innovation Management: Effective Strategy and Implementation	Red Globe Press	
Keeley, L., Pikkell, R., Quinn, B.	2023	Ten Types of Innovation: The Discipline of Building Breakthroughs	2nd Edition	Wiley
WIPO	2025	Global Innovation Index 2025		https://www.wipo.int/web-publications/global-innovation-index-2025/assets/80937/global-innovation-index-2025-en.pdf
Recommended reading				
Balzano, M.; Bortoluzzi, G.	2025	Time is running out: How design thinking shapes team innovation under time constraints	European Management Journal, 2025, Nr. 5, p. 785–796	https://www.sciencedirect.com/science/article/pii/S0263237324000975
Cristofaro, M.; Giardino, P. L.; Barboni, L.	2025	Growth hacking: A scientific approach for data-driven decision making	Journal of Business Research, 186, 115030	https://www.sciencedirect.com/science/article/pii/S0148296324005344
Brown, T., Katz, B.	2024	Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation	Revised Edition	Harper Business
Blank, S., Dorf, B.	2023	The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company	3rd Edition	Wiley

Brown, T., Katz, B.	2024	Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation	Revised Edition	Harper Business
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