

## DESCRIPTION OF COURSE UNIT

Course unit title	Course unit code
Innovation Management	

Lecturer (s)	Department where course unit is delivered
Prof. Edmundas Jasinskis	Kaunas Faculty

Cycle	Level of course unit	Type of the course unit
First cycle	1/1	Optional course

Mode of delivery	Semester or period when the course unit is delivered	Language of instruction
Lectures/Seminars	autumn	English

Requirements	
<b>Preliminary requirements:</b>	<b>Related requirements:</b>

Number of ECTS credits allocated	Student's workload	Contact work hours	Individual work hours
5	130	52	78

Purpose of the course unit: programme competences to be developed		
<p>The aim of the subject is to develop an understanding of what innovation is; to examine possible ways of classifying innovations in order to acquaint with the diversity of approaches, to reveal the complexity of innovation management and to master the principles of classification; to examine the models of innovation management, their advantages and disadvantages.</p>		
Learning outcomes of course unit	Teaching and learning methods	Assessment methods
Will be able to creatively apply the acquired theoretical knowledge in practice and respond flexibly to various situations in the context of an innovative organization	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.
Will be able to find the best organizational solution for the business, taking into account innovation management, select the innovation management strategy, evaluate the organization innovation.	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.
Will be able to provide innovative services and consulting.	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.

Course content: breakdown of the topics	Contact work hours							Individual work hours and tasks	
	Lectures	Consultations	Seminars	Practice classes	Laboratory	Practice	All contact work	Individual work	Tasks
Introductory lecture. Introduction to the course	1						1	1	Scientific literature analysis, information retrieval, its systematization and generalization, project writing.
<b>1. Innovation concept and classification.</b> Definition of innovation; Types of innovations; Variety of innovations; Classification of innovations and entrepreneurship.	1		2				3	3	
<b>2. Importance of Management of Technological Innovation and entrepreneurship.</b> Importance of Technological Innovation; The Business context for the Management of technological Innovation ; A corporate perspective; A national perspective; An individual perspective; The challenges of MTI and entrepreneurship.	2		2				4	4	
<b>3. Innovation for the company and creation of necessary conditions and entrepreneurship.</b> Entrepreneur difficulties; Competence development resources; Industries features; Creative organizations; Innovation strategies characteristics and entrepreneurship.	2		2				4	4	
<b>4. The Management of Product and Service Innovation.</b> Competition and cooperation; Innovation waves; The competitiveness of important factors; Factors contributing to the development of	2		2				4	4	

innovation; M.Porter's model; Competitor assessment; New product pricing strategy; Strategic innovation.										
Preparing for an interim settlement								33	Preparation for mid-term settlement (lessons analysis, scientific literature analysis).	
<b>5. The strategy focuses on the creation of added value.</b> Innovation types of strategies; Blue Ocean Strategy; Strategic step; Strategy Fact Sheet; Four-step approach; 6 path model; Strategic price and cost evaluation; Value innovation ideas evaluation index; The strategy simulation barriers.	2		2					4	4	Scientific literature analysis, information retrieval, its systematization and generalization, project work writing.
<b>6. Delivering Value from Innovation.</b> Positioning in the value chain; Private and social returns to innovation; selecting paths to market; Appropriability regimes; complementary assets; Management of innovations in business; The business model	2		2					4	4	
<b>7. Management of risk and innovations in business.</b> Types of research and their characteristics; Innovative activity control; Risk Models of innovative activity management in business; Reasons of resistance to innovations.	2		2					4	4	
<b>8. Innovation economic assessment.</b> Scoring methods; Plus-minus-interesting method; TRIZ method; Reward-Risk bubble chart; Suitability; The payback period; The return on investment; The net present value; The internal rate of return.	2		2					4	4	
Preparing for the exam			-					-	33	Preparation for exam (lessons analysis, scientific literature analysis).
Total	16		-	16				32	98	

Assessment strategy	Comparative weight percentage	Date of examination	Assessment criteria
Intermediate examination	50	Week 10 Optional (1-4) Week 16 (5-8)	Test Test includes 20 open and closed type questions (of different difficulty, from comprehension up to scoring), each was evaluated by one point. Evaluated as follows: <b>3:</b> Excellent knowledge and skills. Scoring level. 90-100 % of correct answers. <b>2,4:</b> Good knowledge and skills, non-essential mistakes are allowed. Synthesis level. 70-89 % of correct answers. <b>1,8:</b> Average knowledge and skills, there are some mistakes. Analysis level. 50-69 % of correct answers.

			<p><b>1:</b> Knowledge and skills are lower than average, there are some (essential) mistakes. Knowledge application level. 30-49 % of correct answers.</p> <p><b>0,4:</b> Knowledge and skills still meet minimum requirements. Many mistakes. Knowledge and comprehension level. 10-29 % of correct answers.</p> <p><b>0:</b> Minimum requirements are not met. 0-9 % of correct answers</p>
Seminars	20	1-16 week	<p>Evaluation of seminars:</p> <p><b>1:</b> Supports the arguments by strong evidence. The arguments of opponents are faced by providing the facts;</p> <p><b>0,5:</b> Arguments are based on evidence;</p> <p><b>0:</b> Arguments are not based on evidence.</p>
Project	30	In accordance with schedule presented	<p>Defence includes presentation of paper and test involving three tasks in accordance with homework task. Evaluated:</p> <p><b>3:</b> all tasks are solved correctly, excellent presentation;</p> <p><b>2:</b> 2 tasks are solved correctly, good presentation;</p> <p><b>1:</b> 1 task is solved correctly, average presentation;</p> <p><b>0:</b> tasks are solved incorrectly or not all tasks are solved, paper is not presented.</p>
<p>Knowledge and skills of student during the examination session are evaluated only in cases he has completed provided requirements and tasks of interim evaluation during the semester.</p> <p>Knowledge and skills of students during all interim evaluations and examination are scored from 1 to 10. The subject is passed/credited if:</p> <ul style="list-style-type: none"> <li>• Results of interim evaluation are not lower than 5;</li> <li>• Evaluation of examination is not lower than 5.</li> </ul>			

Author	Year	Title	The periodic publication No. or publication Volume	Place of publication and publisher or online link
<b>Compulsory literature</b>				
Kim, W. C., Mauborgne, R.	2015	Blue Ocean Strategy, Expanded Edition		Harvard: Harvard Business School Publishing Corporation.
Osterwalder, A., Pigneur, Y., Tucci, C. L.,	2010	Clarifying Business Models: Origins, Present, and Future of the Concept		John Wiley & Sons
Tidd, J; Bessant, J.	2013	Managing Innovation: Integrating Technological, Market and Organizational Change.		John Wiley & Sons
Barbaroux, P., Amel Attour, A., Schenk, E.	2016	Knowledge management and innovation		London : ISTE ; Hoboken [N.J.] : Wiley
Smith, D.	2015	Exploring innovation		London [etc.] : McGrawHill Education
Meyer, G. D., Neck, H. M., & Meeks, M. D.	2017	The entrepreneurship-strategic management interface. <i>Strategic entrepreneurship: Creating a new mindset.</i>		John Wiley & Sons
<b>Compulsory literature</b>				
Amaeshi, K., Nnodim, P., Osuji, O.	2015	Corporate social responsibility, entrepreneurship, and innovation		London ; New York : Routledge, Taylor & Francis Group
Dodgson, M.... [et al.]	2015	The Oxford handbook of innovation management		Oxford : Oxford University Press

Välikangas, L...[et al.].	2016	Strategic innovation : the definitive guide to outlier strategies		Old Tappan, [N.J.] : Pearson Education
Berghaus B. Stewens G. M. Reinecke M.	2014	The management of luxury : a practitioner's handbook.		London [etc.] : Kogan Page