

Table 5.2. Course Specification

Study Program: Master Academic Studies – Business Economics and Entrepreneurship			
Course Title: Innovation Management			
Teacher(s): Kastratovic S. Edita			
Course Status: elective, first year, first semester			
ECTS Credits: 8			
Prerequisite: none			
Course Objective			
The Course Objective is for students to become familiar with the importance of innovation, acquire the necessary theoretical and practical knowledge in the field of innovation management, understand the impact and effect of innovation on the business success and competitiveness of a modern enterprise; be able to identify and select innovative ideas, launch innovation projects, and develop and implement an innovation strategy.			
Learning Outcome			
Acquired advanced knowledge about the importance of innovation, key concepts of innovation, understanding of the innovation process and the process of managing the implementation of innovations, ability to identify and select innovation ideas. Students mastered the skills for launching innovation projects, developing and implementing innovation strategies.			
Course Content			
Theoretical Instruction			
Concept, sources and types of innovation; Drivers and prerequisites for achieving innovation; Models of emergence and sources of innovation; Developing an innovative culture in an enterprise; Innovation and competitiveness; Innovative organization - types, characteristics, organizational structure and organizational culture; Elements and determinants of the innovation management process			
Technological innovations (concept of a new product and a new process); Innovation process (creation of ideas, realization of invention, diffusion of innovation); Innovation and change management (conditions for successful innovation, standard management procedures, integrated management method, technological trajectories); Technological development management; Measuring innovation; The role of intellectual property in innovation management; Institutional support for innovation (institutional framework, institutions, financing); Innovation project management; Elements of innovation performance management; Information support for innovation management; Intellectual property in innovation management (trademarks and service marks, protection of innovations and services).			
Practical Instruction			
A closer explanation of some of the topics covered in lectures. Practical work-analysis of selected case studies; Preparation of Midterm tests and exams. Evaluation of the implemented teaching and analysis of its results.			
Literature			
Basic			
1. Trott, Paul, Innovation management and new product development, Harlow : Pearson, 2021.			
2. Cantamessa M., Montagna, F. Management of Innovation and Product Development, Springer-Verlag, London, 2016. ISBN 978-1-4471-6722-8			
3. Knowledge Driven Service Innovation and Management : IT strategies for business alignment and value creation, Eng K. Chew Hershey : Business Science Reference, 2013			
Number of hours of active teaching		Theoretical Instruction: 45	Practical Instruction: 30
Teaching Methods			
Ex catedra; interactive method, lectures are auditory, fully supported by presentations and audio-visual material; Exercises are performed as: auditory, where individual topics from the lecture are further elaborated and examples from practice are analyzed; demonstration, through the presentation of case studies and discussion through the analysis and discussion of case studies;			
Knowledge score (maximum number of points 100)			
Pre-exam Requirements		Final Exam	
Activity during lectures		Written exam	30
Practical instruction		oral exam	20
Midterm tests			
Seminar paper(s)			
The methods of knowledge assessment may vary, the table below lists only some options: (Written exams, oral exams, project presentations, seminars, etc.)			
*maximum required 2 pages in A4 format			