



## Subject card

Subject name and code	INNOVATION PROCESS MANAGEMENT, PG_00037871						
Field of study	Management						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Industrial Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Anna Lis				
	Teachers		Karolina Lipińska  mgr Alina Guzik  Chen Xiu				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of the course is to discuss the most important issues related to management of innovation in companies (in intra- and inter- firm contexts).						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U11] presents a creative, entrepreneurial or innovative approach to solving problems of an organization in various areas of its activity		Can apply selected methods to generate ideas and propose implementation of innovation in products, processes and organization		[SU4] Assessment of ability to use methods and tools		
	[K7_W14] has a broadened knowledge of the principles of creation and development of forms of individual entrepreneurship and determinants shaping the effectiveness of economic activity		Knows the methods, tools and techniques to analyze the potential of innovation of companies		[SW1] Assessment of factual knowledge		
	[K7_W13] knows the legal aspects and principles of industrial property and copyright protection, as well as the necessity of managing intellectual property resources		Knows the types of intellectual property and the principles of intellectual property management in the enterprise		[SW1] Assessment of factual knowledge		

Subject contents	Lectures: Introduction to Innovation Process Management; Definition and types of innovation; Strategies for innovation; Models of innovation; Innovation process; Sources of innovation; Innovation as a value for client; Blue Ocean Strategy: creating new market space (W. Chan Kim and Renée Mauborgne); Cooperation within the innovation process:  Tutorials/exercise: Idea of a new product, type of innovation; Innovation process the scope of work and structuring project activities; Business Model Canvas; Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Customer Segments, Channels, Cost Structure; Balanced Scorecard; Blue Ocean Strategy methods; Assumptions to the model of cooperation within the innovation process		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project (PPT Presentation)	50.0%	60.0%
	Test	50.0%	40.0%
Recommended reading	Basic literature	Trott, P.: Innovation management and new product development. Pearson Education, 2002.  Harvard Business Review, On innovation, Harvard Business Press, Boston, 2001.  Anthony S. D., Johnson M. W., Sinfield J. V., Altman E. J., The innovator's guide to growth: putting disruptive innovation to work, Harvard Business Press, Boston, 2008.	
	Supplementary literature	Christensen C. M., Anthony S. D., Roth E. A., Seeing what's next: Using the theories of innovation to predict industry change, Harvard Business School Press, Boston, 2004.  Kaplan, R. S., Norton, D. P., The balanced scorecard: translating strategy into action, Harvard Business Press, 1996.  Kim W. C., Mauborgne R., Blue ocean strategy: How to create uncontested market space and make competition irrelevant, Harvard Business Press, Boston, 2005.  Lindqvist, G., Ketels, C., & Sölvell, Ö., The Cluster Initiative Greenbook. Stockholm: Ivory Tower Publishers, 2013.  Osborn, A.F., Applied imagination: Principles and procedures of creative problem solving (Third Revised Edition), Charles Scribners Sons, New York, NY, 1963.	
	eResources addresses	Adresy na platformie eNauczanie: Innovation Process Management 2023/2024 - Moodle ID: 38374 <a href="https://enauclanie.pg.edu.pl/moodle/course/view.php?id=38374">https://enauclanie.pg.edu.pl/moodle/course/view.php?id=38374</a>	
	Example issues/ example questions/ tasks being completed	Please define disruptive innovation  Main rules (assumptions) of closed innovation model  Explain the main idea of the Blue Ocean Strategy concept.	
Work placement	Not applicable		