



Subject card

Subject name and code	INNOVATION PROCESS MANAGEMENT, PG_00061113						
Field of study	Management						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	second-cycle studies		Subject group		Obligatory subject group 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	3		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Management Engineering and Quality -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Barbara Geniusz-Stepnowska				
	Teachers		dr Barbara Geniusz-Stepnowska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45		5.0		25.0	75
Subject objectives	Develops concepts of innovative solutions based on the identification of needs, using contemporary methods of approach to solving the problem						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U01] creates innovative solutions to complex and unstructured problems, taking into account the variability of the environment by synthesising information from many sources		manages the process of creating and implementing innovative solutions in the organization, taking into account various conditions		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_W01] identifies in-depth the phenomena related to the field of study and the theories describing them and possible analytical methods		identifies the needs of introducing innovative solutions and designs them using contemporary concepts		[SW1] Assessment of factual knowledge		
Subject contents	LECTURE Introduction to the management of innovation processes Definition and types of innovation Innovation strategies Innovation models The innovation process Sources of innovation Innovation as value for the customer Blue Ocean Strategy: Creating a New Market Space (W. Chan Kim and Renée Mauborgne) Cooperation in the innovation process TUTORIAL The idea of a new product A kind of innovation Innovation process - scope of work and structuring of 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 for the model of cooperation in the innovation process						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project - 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	
	eResources addresses	Adresy na platformie eNauczanie: Innovation process management 2024/2025 - Moodle ID: 39714 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=39714	
Example issues/ example questions/ tasks being completed	Please define a breakthrough innovation The main principles (assumptions) of the closed model of innovation Explain the main idea of the blue ocean strategy concept		
Work placement	Not applicable		

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