



Subject card

Subject name and code	INNOVATIVE PROCESSES AND TECHNOLOGY TRANSFER, PG_00061344						
Field of study	Engineering Management						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	first-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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department Of Management Engineering And Quality -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Anna Lis				
	Teachers		dr hab. inż. Anna Lis				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	15.0	15.0	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		7.0		48.0	100
Subject objectives	Engages in entrepreneurial activities, preparing innovative solutions for implementation and commercialization						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W04] demonstrates creative and entrepreneurial activity in formulating and implementing innovative ideas		acts creatively by introducing innovative solutions in the organization, anticipating possible benefits		[SW1] Assessment of factual knowledge		
	[K6_U05] designs innovative solutions for complex management processes, using appropriate methods and techniques		diagnoses the innovative potential of the organization, using the results to design new solutions that can be commercialized		[SU3] Assessment of ability to use knowledge gained from the subject		

Subject contents	LECTURE Definitions of innovation; Types of innovations Innovation process Diffusion of innovation Innovation models Sources of innovation Methods of generating ideas for innovations innovation strategies; Institutions supporting the development of innovation PROJECT Identification of market opportunities, PEST analysis Decoding the vision Market analysis The idea of a new product Brainstorm Review and selection of projects Blue Ocean Strategy Study of substitutive industries and complementary goods Morphological method Strategic Scorecard Innovative strategy LABORATORY Sources of the R&D concept Types of entities implementing the area of research and development Barriers to university-business cooperation Awareness of the need, idea and idea Incubation of ideas Prototyping and visualization of the concept Market introduction, promotion and maintenance on the market Technology transfer platforms		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Laboratory	60.0%	35.0%
	Lecture test	60.0%	30.0%
	Project	100.0%	35.0%
Recommended reading	Basic literature	Pomykalski A. Zarządzanie innowacjami. Wydawnictwo Naukowe PWN, Warszawa-Łódź, 2001 Baruk J. Zarządzanie wiedzą i innowacjami. Wydawnictwo Adam Marszałek, Toruń, 2009 Niedzielski P. (i inni) Innowacyjność w działalności przedsiębiorstw. Kompendium wiedzy. Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin, 2007 Jasiński A.H. Innowacje i transfer techniki w procesie transformacji, Difin, Warszawa, 2006 Wirkus M., Lis A. (red.), Zarządzanie projektami badawczo-rozwojowymi, Difin, Warszawa 2012 Wirkus M., Lis A. (red.), Planowanie i rozwój nowych produktów, CeDeWu, Warszawa 2015 Czyżewska, M. Innowacje, start-upy, ryzyko uwarunkowania rozwoju innowacyjnych przedsięwzięć. CeDeWu, 2020 Gierulski W., Santarek K., Wiśniewska J., Komercjalizacja i Transfer Technologii, Wyd. PWE 2020 Głodek P., Gołębiowski M., Transfer technologii w małych i średnich przedsiębiorstwach, t. 1, STI M, Warszawa 2006	
	Supplementary literature	Santarek K. (red.) Transfer technologii z uczelni do biznesu. Tworzenie mechanizmów transferu technologii, PARP, Seria Innowacje, Warszawa, 2008 Antoszkiewicz J. D Innowacje w firmie praktyczne metody wprowadzania zmian. Wydawnictwo POLTEXT, Warszawa, 2008 Zarządzanie innowacją. Harvard Business Review, Wydawnictwo HELION, Gliwice, 2006 Anthony S. D. (i inni) Przez innowację do wzrostu. Jak wprowadzić innowację przełomową. Wolters Kluwer Polska, Warszawa, 2010 Malara, Z., Rutkowska, M. Innowacje w dobie technologii IT obszary, koncepcja, narzędzia. Oficyna Wydawnicza Politechniki Wrocławskiej, 2020 Przybylska N. Otwarte innowacje w polskich małych i średnich przedsiębiorstwach, Politechnika Gdańska, 2021 Różański J., Transfer technologii w procesach innowacyjnych przedsiębiorstwa , Wyd., Uniwersytetu Łódzkiego 2019	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Discussion of the commercialization process on a selected example Identification of barriers to cooperation between units for the selected industry Idealization of the concept Identification of resources in the technology transfer process		
Work placement	Not applicable		

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