GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	INNOVATIVE PROCESSES AND TECHNOLOGY TRANSFER, PG_00061410		
Field of study	Engineering Management		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2026/2027
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	Part-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		

Lesson types and methods of instruction

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	8.0	0.0	8.0	8.0	0.0	24

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	24	7.0	69.0	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

<table>
<tr><td>Subject contents</td><td>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</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Project</td><td>100.0%</td><td>35.0%</td></tr>
<tr><td>Lecture test</td><td>60.0%</td><td>30.0%</td></tr>
<tr><td>Laboratory</td><td>60.0%</td><td>35.0%</td></tr>
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</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>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. Kompedium 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</td></tr>
<tr><td>Supplementary literature</td><td>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</td></tr>
<tr><td>eResources addresses</td><td>Adresy na platformie eNauczanie:</td></tr>
</table>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>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</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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