



Subject card

Subject name and code	INNOVATION PROCESS MANAGEMENT, PG_00061113						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
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	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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Barbara Geniusz-Stepnowska					
	Teachers						
Lesson types	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_W05] has in-depth knowledge of integrating economic, legal, and ethical aspects in analyses and their application in entrepreneurial activities.	identifies the needs for introducing innovative solutions and designs them taking into account the broad business context			[SW1] Assessment of factual knowledge		
	[K7_U01] creates innovative solutions for complex and unstructured processes, considering unpredictable environmental conditions through the synthesis of information from various 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		
Subject contents	<p>Course content – lecture 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</p>						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	50.0%	40.0%
	Project - presentation	50.0%	60.0%
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		
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		
Practical activities within the subject	Not applicable		

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