

(Table 5.2) Course unit description

Study program: Economics and Business Management; Business Informatics			
Type and level of studies: Bachelor studies			
Course unit: Innovation management			
Teacher in charge: Dejana R. Zlatanović			
Language of instruction: English			
ECTS: 7			
Prerequisites:			
Semester: Summer			
Course unit objective: As a relevant and actual research area, innovations involve dealing with a system of complex, interactive, dynamic and ambiguous problems, which implies a holistic approach to innovation management. Therefore, students will be introduced to various aspects of innovation management in organizations, innovation process and innovation models, challenges and problems in innovation project management, as well as appropriate innovation systems. In order to encourage creative and critical thinking, appropriate methods of generating new ideas and supporting innovation will be studied. Special attention will be paid to open innovation, as a modern approach to innovation management. Accordingly, the goal is to adequately prepare students for the appropriate challenges of managing the modern enterprises implying the need for introducing new products, services or processes, in order to improve competitiveness and enable successful differentiation in the market.			
Learning outcomes of Course unit			
<ul style="list-style-type: none"> • Understanding innovations and innovation management process; • Enabling knowledge of innovation sources and tools to support innovation management in organizations; • Acquiring practical knowledge and skills of generating ideas and encouraging creativity through individual and teamwork, seminars/homework; • Ability to identify and assess opportunities for commercialization of innovations through case studies. 			
Course unit contents			
Lectures:			
<ul style="list-style-type: none"> • Defining innovation, sources and types of innovation • Creativity as the basis of innovation • Creating an innovative organization • Innovation project management • Innovation process and innovation models • Open innovation model - a modern approach to innovation management • Systems approach to innovation management and innovation systems • Intellectual property in innovation management • Methods to support innovation management 			
Practical teaching: case studies method, individual and group work, classroom discussions			
Literature			
Tidd, J., Bessant, J. R. (2013). <i>Managing innovation. Integrating technological, market and organizational change</i> , 5th edition, John Wiley & Sons.			
Number of active teaching hours			Other classes
Lectures: 3	Practice: 2	Other forms of classes	Independent work
Teaching methods: Professor's lectures, individual and group discussions, case studies, team work.			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral exam	30
practical classes/tests	50	written exam	
Seminars/homework	10		
Project	-		
Other			