

**(Table 5.2) Course unit description**

Study program: Economics			
Type and level of studies: Doctoral studies			
Course unit: Strategic management of innovation			
Teacher in charge: Đuro G. Kutlača, Dejana R. Zlatanović			
Language of instruction: English			
ECTS: 10			
Course status: Second year of doctoral studies - optional			
Prerequisites:			
<p><b>Course unit objective:</b> Respecting the complexity and interdisciplinary nature of innovation, the strategic approach to innovation management involves the integration of various technological, organizational and marketing aspects as well as changes that improve the competitiveness of enterprises and economies. Accordingly, the main goal of the course is to improve the theoretical, methodological and practical knowledge and skills relevant to innovation management at the micro and macro level. In fact, course aims are as follows:</p> <ul style="list-style-type: none"> <li>• introducing students to the key aspects and challenges of strategic management of innovation;</li> <li>• mastering the appropriate tools to encourage creativity and solve problems in innovation management;</li> <li>• gaining insight into new concepts and trends in strategic management of innovation.</li> </ul>			
<p><b>Learning outcomes of Course unit</b></p> <ul style="list-style-type: none"> <li>• Understanding the contemporary innovation context, as well as interactivity between innovation and the economic and social development;</li> <li>• Acquiring knowledge required for managing the economic development based on innovation and knowledge management, as well as for building a national innovation system;</li> <li>• Ability for creative and critical thinking, as well as the application of acquired theoretical and practical knowledge in practice in the field of strategic managing the innovation.</li> </ul>			
<p><b>Course unit contents</b></p> <p><b>Lectures:</b> Innovation context, anticipation of technological changes and contribution to improving competitiveness; Choosing an adequate innovation strategy and designing an innovative organization; Creativity and methods of generating new ideas; Knowledge management and intellectual property; Managing the innovation process; Strategic entrepreneurship and creation of new ventures; Building a national innovation system; New concepts and trends in strategic innovation management: innovation networks, entrepreneurial eco-system, social and ecological innovations</p> <p><b>Practical teaching:</b> case studies method, individual and group work, classroom discussions</p>			
<p><b>Literature</b></p> <ol style="list-style-type: none"> <li>1. Tidd, J. &amp; Bessant, J. (2011). <i>Innovation and entrepreneurship</i>, 2<sup>nd</sup> edition, John Wiley &amp; Sons, Ltd.</li> <li>2. Goffin, K. &amp; Mitchell, R. (2010). <i>Innovation management</i>, 2<sup>nd</sup> ed., UK: Palgrave Macmillan.</li> <li>3. Burgelman, R. A., Christensen, C. M. &amp; Wheelwright, S. C. (2008). <i>Strategic Management of Technology and Innovation</i>. Fourth Edition, New York, McGraw-Hill</li> </ol>			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures: 3	Practice: 2	Other forms of classes	
<p><b>Teaching methods:</b> Professor's lectures, individual and group discussions, case studies, team work.</p>			
<p><b>Examination methods (maximum 100 points):</b> Seminar – 50 points; Oral exam – 50 points</p>			
<p>Knowledge assessment methods can be different: (written exam, oral exam, project, seminars, etc .....)</p>			