

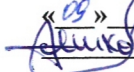
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SUMY NATIONAL AGRARIAN UNIVERSITY

Management Department

«CONFIRMED»

**Head of the Management
Department**

«09» 06 2020
 (A.M. Mikhailov)

CURRICULUM (SYLABUS)

Innovation Business

Speciality: 051 “*Economics*”

Educational program: *Business Economics* (second level master) of higher education)

Faculty: *Economics and Management*

2020-2021 academic year

Working curriculum of “**Innovation Business**” for students by speciality **051 “Economics”**.

The working program is drawn up:

PhD, senior lecturer of the Management Department Mohylna L.M.


signature

Working curriculum was reviewed by the Management Department
Report «09» 06 2020 № 12

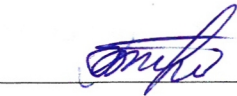
Head of the Management Department,
Doctor of Economics, Professor



(A.M. Mykhailov)

Coordinated by:

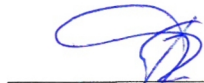
Guarantor of the educational program

 (Y.S. Naumko)

Dean of Economics and
Management faculty

 (N. I. Strochenko)

Methodist of department of quality
of education, licensing
and accreditation

 ()

Registered in the electronic database: date: 17.02. 2020 y.

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1. Curriculum description

Indicators	Branch of knowledge, training direction, qualification level	Characteristics of course	
		full-time education	correspondence
Number of credits – 4,0		Regulatory	
Module – 2	Speciality: <i>051 “Economics”</i>	Year of training:	
Content modules: 4		2020-2021	-
Individual scientific research task : abstracts		course	
		2	-
		Semester	
Total – 120 h		4	-
Week classes for full day studying: classes – 2,4 individual – 2,5	Educational degree: Master	Lectures	
		26 h.	-
		Practical, seminars	
		26 h.	-
		Laboratory	
		-	-
		Independent work	
		68 h.	-
Individual tasks:			
Type of control: credite			

Note.

Correlation of numbers of classes to independent and individual work is – 43,3/56,7 (52/68)

2. Objectives of the course

2.1 The purpose: provides: providing knowledge of the theoretical and methodological basis of the discipline and possession of tools for evaluating the innovative development of the enterprise, attracting investment in innovation, the formation of the market of scientific developments; ability to substantiate the innovative potential of the enterprise, to justify and implement effective management decisions for economic development on an innovative basis.

2.2. Tasks: study of the conceptual apparatus of the discipline; mastering the methodological foundations of the formation of organizational and economic mechanism of innovative development of the enterprise; study of theoretical bases and mastering of methodical approaches concerning a choice of directions of innovative development of the enterprise; evaluation of the effectiveness of the formation and use of the innovative potential of the enterprise; acquisition of skills to substantiate the directions of priority innovative development and alternative management decisions.

The study of the discipline “Innovation Business” involves the formation of students' competencies:

№	Type of program competencies	Program competence	Code
	General		
1		Ability to think abstractly, analyze, synthesize, establish relationships between phenomena and processes, and develop and justify rational solutions.	GK 1
2		Ability to innovate.	GK 7
	Professional (special)		
1		Ability to substantiate the directions of priority innovative development of the enterprise taking into account the needs and features of the national economy; collect and systematize marketing information for the selection of target markets, measurement and forecasting of demand, positioning of innovative products of the enterprise; assess the state, dynamics, efficiency of the innovative potential of the enterprise and justify the priority areas for its growth.	PK 14

2.3 Program learning outcomes

As a result of studying the discipline “Innovation Business” the student must be able to demonstrate the following learning outcomes:

№	Program learning outcomes	Code
1	Apply knowledge and skills in the field of innovation management to form a set of economic tools for market innovation, create a system of strategic financial management and ensure innovative development in a dynamic market environment.	PLO 10

3. The program of the course

Approved by the Academic Council SNAU

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Semantic module 1. *Theoretical and methodological aspects of innovation*

Topic 1: Definition of the innovation and its genesis

Definition of the innovation and its classification. Innovations and economical growth. Genesis of innovation theories

Topic 2: Characteristic of the innovation process

Definition of the innovation process. Stages of the innovation process. Features of an innovation process for an organization.

Topic 3: Innovation activity as an object of the innovation business

Definition and stages of innovation activity. Estimation of the innovation potential of the enterprise. Methodology of the product innovation development

Topic 4: Management of innovation inside an organization

Main definition, methods and functions. Management of innovation development

Semantic module 2. *The role and importance of the human factor for the development of innovation in the enterprises*

Topic 5: Personnel and the innovation management

Features of the personnel management in the innovation activity. Organization structure and the innovation process

Topic 6: Organization innovations as a basis of modern business

Definition of organization innovations. The most important innovations of the 20th century. Implementing Innovation in organizations.

Topic 7: Motivation and stimulation of innovation activity

Motivation mechanism of the innovation activity. Form and methods of stimulation of innovations

Semantic module 3. *Management of innovation projects*

Topic 8: Commercialization of innovation

The essence of commercialization of innovation. Intellectual property and its transformation into the innovative product. Ways of commercialization of an intellectual property.

Topic 9: Innovation management project

Organization structure of the project management. The life cycle of innovation projects. Methods of project management.

Topic 10. Business plans of innovation projects

Definition of a business plan. Structure of a business plan. Risk analysis of the project

Semantic module 4. *Risk management and assessment criteria of economic efficiency of innovations*

Topic 11: Examination of innovative projects

Objectives and basic techniques of examination of innovative projects. Methods of choosing the best innovation project. Performance of the innovative projects.

Topic 12: Risk and innovation management

Basics of risk management. Risk classification. Methods of analysis of uncertainty and risk. Quantitative risk assessment

Topic 13: Evaluating the effectiveness of innovation business

Principles of estimation of effectiveness of innovation. Basic indicators of economic efficiency

4. Structure of the course

Titles the semantic modules and topics	Volume of hours											
	full-time education						correspondence					
	Total	including					Total	including				
L		P	Lab	Ind	I.W.	L		P	Lab	Ind	I.W.	
1	2	3	4	5	6	7	8	9	10	11	12	13
Module 1.												
Semantic module 1. Theoretical and methodological aspects of innovation												
Topic 1: Definition of the innovation and its genesis	9	2	2			5						
Topic 2: Characteristic of the innovation process	4	2	2			-						
Topic 3: Innovation activity as an object of the innovation business	9	2	2			5						
Topic 4: Management of innovation inside an organization	9	2	2			5						
Total for semantic module 1	31	8	8			15						
Semantic module 2. The role and importance of the human factor for the development of innovation in the enterprises												
Topic 5: Personnel and the innovation management	9	2	2			5						
Topic 6: Organization innovations as a basis of modern business	10	2	2			6						
Topic 7: Motivation and stimulation of innovation activity	10	2	2			6						
Total for semantic module 2	29	6	6			17						
Total hours	60	14	14			32						
Module 2.												
Semantic module 3. Management of innovation projects												
Topic 8: Commercialization of innovation	10	2	2			6						
Topic 9: Innovation management project	10	2	2			6						
Topic 10: Business plans of innovation projects	10	2	2			6						
Total for semantic module 3	30	6	6			18						
Semantic module 4. Risk management and assessment criteria of economic efficiency of innovations												
Topic 11: Examination of innovative projects	10	2	2			6						
Topic 12: Risk and innovation management	10	2	2			6						
Topic 13: Evaluating the effectiveness of innovation business	10	2	2			6						
Total for semantic module 4	30	6	6			18						
Total hours	60	12	12			36						
Total hours for course	120	26	26			68						

5. Topics and plan lectures

№	Topic name	Volume of hours
1	Topic 1: Definition of the innovation and its genesis 1. Definition of the innovation and its classification 2. Innovations and economical growth 3. Genesis of innovation theories	2
2	Topic 2: Characteristic of the innovation process. 1. Definition of the innovation process 2. Stages of the innovation process 3. Features of an innovation process for an organization	2
3	Topic 3: Innovation activity as an object of the innovation business 1. Definition and stages of innovation activity 2. Estimation of the innovation potential of the enterprise 3. Methodology of the product innovation development	2
4	Topic 4: Management of innovation inside an organization 1. Main definition, methods and functions 2. Management of innovation development	2
5	Topic 5: Personnel and the innovation management 1. Features of the personnel management in the innovation activity 2. Organization structure and the innovation process	2
6	Topic 6: Organization innovations as a basis of modern business 1. Definition of organization innovations 2. The most important innovations of the 20th century 3. Implementing Innovation in organizations	2
7	Topic 7: Motivation and stimulation of innovation activity 1. Motivation mechanism of the innovation activity 2. Form and methods of stimulation of innovations	2
8	Topic 8: Commercialization of innovation 1. The essence of commercialization of innovation. 2. Intellectual property and its transformation into the innovative product 3. Ways of commercialization of an intellectual property	2
9	Topic 9: Innovation management project 1. Organization structure of the project management 2. The life cycle of innovation projects 3. Methods of project management	2
10	Topic 10: Business plans of innovation projects 1. Definition of a business plan 2. Structure of a business plan 3. Risk analysis of the project	2
11	Topic 11: Examination of innovative projects 1. Objectives and basic techniques of examination of innovative projects 2. Methods of choosing the best innovation project 3. Performance of the innovative projects	2
12	Topic 12: Risk and innovation management 1. Basics of risk management 2. Risk classification 3. Methods of analysis of uncertainty and risk 4. Quantitative risk assessment	2
13	Topic 13: Evaluating the effectiveness of innovation business 1. Principles of estimation of effectiveness of innovation	2

	2. Basic indicators of economic efficiency	
	Total	26

6. Topics of practical Lessons

№	Topic name	Volume of hours
1	Topic 1: Definition of the innovation and its genesis	2
2	Topic 2: Characteristic of the innovation process	2
3	Topic 3: Innovation activity as an object of the innovation business	2
4	Topic 4: Management of innovation inside an organization	2
5	Topic 5: Personnel and the innovation management.	2
6	Topic 6: Organization innovations as a basis of modern business	2
7	Topic 7: Motivation and stimulation of innovation	2
8	Topic 8: Commercialization of innovation	2
9	Topic 9: Innovation management project	2
10	Topic 10 Business plans of innovation projects	2
11	Topic 11: Examination of innovative projects	2
12	Topic 12: Risk and innovation management	2
13	Topic 13: Evaluating the effectiveness of innovation business	2
	Total	26

7. Independent work

№	Topic name	Volume of hours
1	Topic 1. Definition of the innovation and its genesis Plan 1. Innovative Businesses	5
2	Topic 2. Innovation activity as an object of the innovation business Plan 1. Design for Innovation	5
3	Topic 3. Management of innovation inside an organization Plan 1. Knowledge and Innovation	5
4	Topic 4. Personnel and the innovation management Plan 1. Different Types of Innovation	5
5	Topic 5. Organization innovations as a basis of modern business Plan 1. Innovation Strategy	6
6	Topic 6. Motivation and stimulation of innovation activity Plan 1. Innovation Processes	6
7	Topic 7. Commercialization of innovation Plan 1. Culture of Innovation in Organizations	6

8	Topic 8. Innovation management project Plan 1. Sources of Ideas for Organizations	6
9	Topic 9. Business plans of innovation projects Plan 1. Innovation management process	6
10	Topic 10. Innovation management project Plan 1. Needs analyses	6
11	Topic 11. Risk and innovation management Plan 1. Entrepreneurship and business planning	6
12	Topic 12. Evaluating the effectiveness of innovation business Plan 1. Sustainable innovation	6
	Total	68

8. Individual tasks

1. Preparation of abstracts

Topics of Abstracts:

1. Technological innovation
2. Theories of innovation
3. Strategy and innovation
4. Economic justification and innovation
5. New processes and information technology
6. New products and new services
7. Managing future technologies
8. Individuals and the innovation process
9. The structure of innovations
10. Risk and innovation management
11. Methods of analysis of uncertainty and risk
12. Sources of the innovation ideas and its analysis
13. Governmental control of the innovation policy
14. Knowledge and innovation
15. Market as innovation input
16. Innovation marketing
17. Innovation circle - organizational factors
18. Human resources development in innovation management
19. Innovation management methods
20. Different sorts of corporate innovations

9. Teaching Methods

1. Teaching Methods for Knowledge:

1.1. Verbal: narrative, explanation, discussion (heuristic and reproductive), lecture, instruct, work with the book (read, transfer, discharge, scheduling, reviewing, summarizing, making tables, charts, reference compendia etc.).

1.2. Visual: demonstration, illustration.

1.3. Practical: Practical work, exercise, production practices.

2. Methods for studying the nature of the logic of knowledge.

2.1. Analytical

2.2. Synthesis

2.3. Inductive method

2.4. Deductive method

2.5. Traduktive method

3. Methods for studying the nature and level of independent mental activity of students.

3.1. Problem (problem-information)

3.2. Partly-search (heuristic)

3.3. Exploratory

3.4. Reproductive

3.5. Explanatory demonstration

4. Active learning methods - use of technical training, brainstorming, debates, roundtables, business and role-playing games, training, use of problem situations, self-knowledge, the use of educational tests and controlling the use of basic lectures)

5. Interactive learning technology - use of multimedia technologies, spreadsheets, case-study, kahoot, learning dialogue, cooperation Students (cooperation).

10. Methods of control

1. Rating control of a 100-point scale assessment ECTS

2. An intermediate control during the semester (interim certification)

3. Criteria assess of the current work of students:

- The level of knowledge demonstrated in practical classes;

- Active in the discussion of issues brought to the class;

- Quick control during classes;

- Self study topics in general or specific issues;

- Perform analytical calculation tasks;

- Writing essays;

- Test results;

- Writing assignments during the tests;

- Production situations, cases and more.

11. Distribution points that get students

Current testing and independent work													Total for module & I.W.	Attestation	Total	
Semantic module 1 - 20 p				Semantic module 2 – 15 p			Semantic module 3 – 20 p			Semantic module 4 - 15 p						IW
T 1	T 2	T 3	T 4	T 5	T 6	T 7	T 8	T 9	T 10	T 11	T 12	T 13	15	85	15	100
5	5	5	5	5	5	5	7	7	6	5	5	5				

Grading scale: national and ECTS

Total points for all the educational activities	Mark ECTS	Ukrainian mark	
		For the exam, course project (work) practices	For the test
90 – 100	A	Excellent	Passed
82-89	B	Good	
75-81	C	Satisfactory	
69-74	D		
60-68	E		
35-59	FX	Bad	No passed
1-34	F		Repeated study of the course

12. Methodological literature

1. Stoyanets N.V., Mohylna L.M. “Innovation Business”, Science and methodology complex, for the 1st year student’s full-time learning, 051 “Economics”, educational level: master. Sumy 2019 year, 102 p. (Report «22» 03 2019 № 4)
2. Educational and methodical materials based on the Moodle platform. URL: <https://cdn.snau.edu.ua/moodle/course/view.php?id=2416>

13. Suggested Reading

Basic

1. Donald F. Kuratko, Michael G. Goldsby, Jeffrey S. Hornsby. Corporate Innovation: Disruptive Thinking in Organizations. Publisher: Routledge, 2018. 380 p.
2. Jean Storlie, Mimi Sherlock. Once Upon an Innovation: Business Storytelling Techniques for Creative Problem Solving. Publisher: Beaver's Pond Press, 2020. 152 p.
3. Henry Chesbrough. Open Innovation Results: Going Beyond the Hype and Getting Down to Business. Publisher: OUP Oxford, 2019. 215 p.
4. Mark W. Johnson, Clayton M. Christensen, Henning Kagermann. HBR's 10 Must Reads on Business Model Innovation. Harvard Business Review Press, 2019, 176 p.
5. Matt Ridley. How Innovation Works: And Why It Flourishes in Freedom. Publisher: Harper, 2020. 416 p.
6. Melissa Schilling. Strategic Management of Technological Innovation. 2019, 325 p.
7. Lawton Robert Burn. The Business of Healthcare Innovation. Publisher: Cambridge University Press, 2020. 516 p.
8. Patrick Dawson, Costas Andriopoulos. Managing Change, Creativity and Innovation. Publisher: SAGE Publications Ltd, 2017. 664 p.
9. Steve Brown. The Innovation Ultimatum: How six strategic technologies will reshape every business in the 2020s. Publisher: Wiley, 2020, 320 p.
10. Zornitsa Yordanova. The Business INNOVATION Book: The most important that you need to know about INNOVATIONS being part of the innovation era. Publisher: Kindle Edition, 2018, 344 p.

Supplemental

1. T. Klueter, L. F. Monteiro, and D. R. Dunlap, "Standard Vs. Partnership-Embedded Licensing: Attention and the Relationship between Licensing and Product Innovations," *Research Policy* 46, no. 9 (2017).
2. B. J. Rickard, T. J. Richards, and J. B. Yan, "University Licensing of Patents for Varietal Innovations in Agriculture," *Agricultural Economics* 47, no. 1 (2016).
3. P. Belingheri and M. I. Leone, "Walking into the Room with Ip: Exploring Start-Ups' Ip Licensing Strategy," *Management Decision* 55, no. 6 (2017).
4. P. M. Bican, C. C. Guderian, and A. Ringbeck, "Managing Knowledge in Open Innovation Processes: An Intellectual Property Perspective," *Journal of Knowledge Management* 21, no. 6 (2017);
5. A. Cammarano et al., "Open Innovation and Intellectual Property: A Knowledge-Based Approach," *Management Decision* 55, no. 6 (2017).
6. A. Toma, G. Secundo, and G. Passiante, "Open Innovation and Intellectual Property Strategies: Empirical Evidence from a Bio-Pharmaceutical Case Study," *Business Process Management Journal* 24, no. 2 (2018).
7. Deepak Somaya, "Patent Strategy and Management," *Journal of Management* 38, no. 4 (2012).
8. Matthew C. Le Merle and Alison Davis. *Corporate Innovation in the Fifth Era: Lessons from Alphabet/Google, Amazon, Apple, Facebook, and Microsoft*. Publisher: Cartwright Publishing, 2017. 290 p.
9. Tamara Ghandour. *Innovation is Everybody's Business: How to Ignite, Scale, and Sustain Innovation for Competitive Edge*. Publisher: Nicholas Brealey, 2020. 304 p.
10. Marc H. Meyer and Frederick G. Crane. *Venturing: Innovation and Business Planning for Entrepreneurs*. Publisher: lulu.com, 2017. 416 p.

14. Information Resources

1. Committee on Education and Science. URL: <http://kno.rada.gov.ua/komosviti/control/uk/publish/article>.
2. State Committee of Statistics. URL: <http://www.ukrstat.gov.ua>.
3. The Cabinet of Ministers of Ukraine. URL: <http://www.kmu.gov.ua>.
4. Ministry of Economy. URL: <http://www.me.gov.ua>.
5. Ministry of Finance. URL: <http://www.minfin.gov.ua>