

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
ECONOMICS OF AGRICULTURE DEPARTMENT

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “INNOVATION MANAGEMENT”;

DEGREE PROGRAMME: „Accounting“; BACHELOR`S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7;

TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.

CREDITS: 6

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	120	-

Prepared by:

1.
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2.
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Head of department:
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I. ANNOTATION

The thematic units that the subject "Innovation Management" covers are aimed at familiarizing the students with basic issues in management of innovation in business organization.

By studying this discipline students acquire the necessary theoretical and practical knowledge to be able to:

- know the nature and objectives of innovation management;
- understand the role and the stages of innovation in business organization;
- analyze the national and competitive environment for innovation.

The course "Innovation management" forms the following skills: development of an innovation strategy on the basis of analysis of the innovation potential and external environment of the organization; building effective implementation mechanisms; assessment and improvement of innovation management performance.

This subject is based on knowledge and abilities acquired by studying other subjects, including „Introduction to Statistics“, “Operation Management”, “Business Planning”.

The thematic content of the subject provides knowledge useful in studying other disciplines, for example “Corporate Finance”, “Business Logistics” and “Business Statistics”.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
TOPIC 1. KEY ISSUES IN INNOVATION MANAGEMENT		3	3	
1.1	Innovation and Competitive Advantage			
1.2	Types of Innovation			
1.3	Innovation as a Knowledge-based Process			
1.4	The Challenge of Discontinuous Innovation			
TOPIC 2. INNOVATION AS A MANAGEMENT PROCESS		3	3	
2.1	Innovation as a Core Business Process. Evolving Models of the Process.			
2.2	Can We Manage Innovation? Successful Innovation and Successful Innovators			
TOPIC 3. DEVELOPING THE FRAMEWORK FOR AN INNOVATION STRATEGY		3	3	
3.1	“Rationalist” and “Incremental” Strategies for Innovation			
3.2	Innovation Strategy in Small Firms			
TOPIC 4. NATIONAL AND COMPARATIVE ENVIRONMENT FOR INNOVATION		3	3	
4.1	National Systems of Innovation			
4.2	Coping with competitors			
4.3	Appropriating the Benefits from Innovation			
4.4	Positioning of Small Firms			
TOPIC 5. EXPLOITING TECHNOLOGICAL TRAJECTORIES		3	3	
5.1	Major Technological Trajectories			
5.2	Developing Firm Specific Competencies. Technological Paths in Small Firms.			
TOPIC 6. INTEGRATION FOR STRATEGIC LEARNING		3	3	
6.1	Locating R&D Activities			
6.2	Allocating Resources for Innovation			
TOPIC 7. ESTABLISHING EFFECTIVE EXTERNAL LINKAGES		3	3	
7.1	Learning from Markets			
7.2	Learning Through Alliances			

TOPIC 8. BUILDING EFFECTIVE IMPLEMENTATION MECHANISMS		3	3	
8.1.	Managing the Internal Processes			
8.2.	Learning Through Corporate Ventures			
TOPIC 9. CREATING THE INNOVATIVE ORGANIZATION		3	3	
9.1.	Building The Innovative Organization			
9.2.	Creating Innovative New Firms			
TOPIC 10. ASSESSING AND IMPROVING INNOVATION MANAGEMENT PERFORMANCE		3	3	
		Total:	30	30

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	Extra-curricular, h.
1.	Midterm control		
1.1.	Research project	1	15
1.2.	Test	1	35
Total midterm control:		2	50
2.	Final term control		
2.1.	Examination (test)	1	70
Total final term control:		1	70
Total for all types of control:		3	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Betz F. (2011) Managing Technological Innovation. John Wiley and Sons Ltd.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Dodgston M. (2008) The Management of Technological innovation: strategy and practice. Oxford University Press.
2. Herstatt C., Stockstrom C. (2006) Management of Technology and Innovation in Japan. Springer
3. Howells J. (2005) The Management of Innovation & Tachnology. SAGE Publications
4. Parkar R.C. (1982) The Management off Innovation. John Wiley and Sons Ltd.
5. Pavitt K. (1999) Technology, Management and Systems of Innovation. Edward Elgar Publishing Ltd.
6. Storey J. (2004) The Management of Innovation. Edward Elgar Pub.
7. Storey J., Salaman G. (2005) Management of Innovation. Blackwell Publishing
8. Tidd J., Bessant J., Pavitt K. (2005) Managing Innovation. John Wiley and Sons Ltd.
9. Trott P. (2008) Innovation Management and New Product Development. Prentice Hall.
10. Van de Ven A., Angle H., Poole M. (2000) Research on the Management of Innovation. Oxford University Press.