



Course unit Descriptor	Faculty of Economics Subotica	 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
		
GENERAL INFORMATION		
Study program in which the course unit is offered	Leadership and Human Resource Management	
Course unit title	Management of innovation project	
Course unit code	MLM-02	
Type of course unit ¹	Compulsory	
Level of course unit ²	Master's	
Semester when the course unit is offered	Winter	
Year of study (if applicable)	First	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Dušan Bobera, Full Professor Bojan Leković, Assistant Professor Maja Strugar Jelača, Assistant Professor	
Mode of course unit delivery ³	Face-to-Face	
Course unit pre-requisites (if any)	-	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
The aim of the course is to build a common understanding of innovation and creativity on one side, and how innovation can be used strategically on the other side. It highlights learning about innovative structures, processes, frameworks and best-in-class practice through design thinking methodology.		
LEARNING OUTCOMES (knowledge and skills)		
The students will acquire the knowledge about the favourable context for innovation, which will positively impact business performance. Previously mentioned will help students to explore different types of innovation and its benefits for organization, as well as different technology strategies which will offer solutions of value for all participants in the market. Furthermore, students will acquire the knowledge about frameworks which evolved over time, and its practical use in implementation of innovative products or service.		
SYLLABUS (outline and summary of topics)		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ Face-to-face, distance learning, etc.

Theory

- The importance of innovation, Classical theories of economic growth, Contemporary analysis of growth and structural change, The evolution of innovation;
- Types of innovation, Radical vs incremental innovation, Open innovation, Disruptive innovation;
- Approaches to creativity, Design thinking methodology;
- Innovation process management, Interaction of science and technology, Scientific research and development work in the function of generating innovation, Innovation strategy, Key positions of innovation management as a process;
- Innovative organizational structures, Types of new organization structures, Establishment of effective external relationships, Building an effective implementation mechanism, Effective innovation management. Portfolio management.

Practice

Design thinking: Understanding phase (T-Shaped people, Define Chalange, Reframe your work, Define the scope, Research plan), Research (Identify people to speak with, Question guide, Preparing for fieldwork, Empathy Map, Storyboard), Synthesis (Cluster, Persona, Point of view, How might we help), Idea generation (635 Metod, Dreamer Realistic, Facts Lies, Solution distortion), Prototype (Paper prototype, Create solution Model, Role Play), Testing

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures, presentations, brainstorming and discussion, tests.

REQUIRED READING

1. Shepherd Ahmed, (2010). Innovation Management, Prentice Hall: UK
2. Trott Paul, (2012). Innovation Management and New Product Development, Prentice Hall: UK

ASSESSMENT METHODS AND CRITERIA

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations 70 points (Preliminary exam(s) 25 * 2 = 50 + 20 Practical work

Final exam 30 points

LANGUAGE OF INSTRUCTION

English