

<b>Study Programme: Engineering Management</b>			
<b>Course Unit Title: Innovation management</b>			
<b>Course Unit Code: IM1017</b>			
<b>Name of Lecturer(s): Jelena Borocki, Đorđe Čelić</b>			
<b>Type and Level of Studies: bachelor</b>			
<b>Course Status (compulsory/elective): mandatory</b>			
<b>Semester (winter/ summer): summer</b>			
<b>Language of instruction: english</b>			
<b>Mode of course unit delivery (face-to-face/distance learning): face-to-face</b>			
<b>Number of ECTS Allocated: 4</b>			
<b>Prerequisites: none</b>			
<b>Course Aims:</b> The main goal of Innovation management is to provide students knowledge to understand, and the skills to manage, innovation at operational and strategic levels. The management of innovation is inherently interdisciplinary and multi-functional, so we aim here to provide students with an integrative approach to the management of innovation. Different perspectives are necessary. The students will understand the key elements of innovation management in organizations as well as in specific institutions. The course considers innovation within an organisation, showing how innovation can be used to create and sustain a powerful competitive advantage. As important as the internal organisation is we also consider the importance of the external focus. The students will also examine innovation from a managerial perspective, highlighting the skills and systems required to maintain innovation within different organisations and their functions.			
<b>Learning Outcomes:</b> Upon completing the course, students should be able to: Identify and describe different types of innovations and their level of innovativeness, for products/services/process; understand the whole innovation cycle process and define the key elements for improving company's innovation potential; assess the skills and capabilities required to manage innovation in the design and introduction of process and product/service offerings ; establish and implement innovation processes in the company; put innovation (climate initiative behaviour) into “big picture” of the company’s strategy; assess the extent of innovativeness of any organization and to create innovation strategy.			
<b>Syllabus.</b> This subject discusses the innovation management from two different perspectives: the perspective of small, fast-growing innovative companies and the perspective of large companies in the private sector. Innovation and invention. Typology of innovation. Innovation and change. Innovation as a management and engineering process. Innovation and Entrepreneurship. Models of innovation process from idea to realization. Innovation Strategy. National and competitive environment, companies position (core competencies, five Porter force). Innovation and the impact of technological trajectories, inner processes and resources; role of intellectual property in innovation management, measurement of innovation, characteristics of innovative organization. different tools and measuring methods for creating better innovative potential of the company and the region.			
<b>Required Reading:</b> Relevant literature in English, tbd			
<b>Weekly Contact Hours:2</b>	<b>Lectures: 2</b>	<b>Practical work: 2</b>	
<b>Teaching Methods:</b> Lessons are conducted through lectures and exercises. Lectures are auditory and combine theory with practical examples that are the basis for discussion. In the exercises, the work will be done in groups and/or individually.			
<b>Knowledge Assessment (maximum of 100 points):</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Attendance			
Computer exercises			
Tests (4x)			

