

<b>Study Programme: Engineering Management</b>			
<b>Course Unit Title: Open innovation models and corporate entrepreneurship</b>			
<b>Course Unit Code: IM1220</b>			
<b>Name of Lecturer(s): Petar Vrgović, Marjan Leber</b>			
<b>Type and Level of Studies: bachelor</b>			
<b>Course Status (compulsory/elective): elective</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: 5</b>			
<b>Prerequisites: none</b>			
<b>Course Aims:</b> The goal of this course is to master fundamental knowledge related to the nature, specifiers and importance of the open innovation phenomenon, which is observed as the type of innovation which utilizes external sources of knowledge for entrepreneurial innovation. Based on this, students will become competent to lead the process of open innovation as a key aspect of sustainable corporate entrepreneurship. Also, the goal of this course is for students to obtain necessary knowledge needed to lead entrepreneurial ventures in the corporate environment.			
<b>Learning Outcomes:</b> Students will master management of innovation processes which incorporate external sources of knowledge, as well as management of innovation processes in which the invented technology is being commercialized in external environment. Students will also be taught to manage entrepreneurial processes in the corporate context and surrounding, so that they will be able to empower their companies to strive towards new business achievements.			
<b>Syllabus.</b> The basic contents of the course is comprised of the following sections: phenomenon of open innovation, external sources of knowledge, external commercialization of corporate invention, techniques of managing open innovation, idea management with external partners, open innovation in small and medium enterprises, networking with other subjects for joint innovation, phenomenon of corporate entrepreneurship, developing organizational culture which is in favour of corporate entrepreneurship, managing entrepreneurial activities within the corporation.			
<b>Required Reading:</b> Relevant literature in English, tbd			
<b>Weekly Contact Hours:2</b>		<b>Lectures: 3</b>	<b>Practical work: 2</b>
<b>Teaching Methods:</b> This course will be realized through lectures and practical exercises. The lectures will combine theoretical topics and practical examples as basis for discussion. Within the exercises, students will work in groups and individually, and the work will be based on multiple case study analysis.			
<b>Knowledge Assessment (maximum of 100 points):</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Attendance			
Computer exercises			
Tests (4x)			

