

Study Programme: Engineering Management			
Course Unit Title: Managing change and innovation			
Course Unit Code: IM1206			
Name of Lecturer(s): Jelena Borocki			
Type and Level of Studies: bachelor			
Course Status (compulsory/elective): elective			
Semester (winter/ summer): winter			
Language of instruction: english			
Mode of course unit delivery (face-to-face/distance learning): face-to-face			
Number of ECTS Allocated: 5			
Prerequisites: none			
Course Aims:. The main objective of this course is to help students understand the knowledge and skills required to manage innovation and change. To aid this understanding a number of perspectives are necessary. First we look at innovation from an industrial perspective, showing how innovations of product, process and organisational structure can create and destroy markets. The course then 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, particular the course examines the concept of innovation in the virtual world to understand its long term impact. Finally we examine innovation from a managerial perspective, highlighting the skills and systems required to maintain innovation within different organisations and markets.			
Learning Outcomes: 1. Students will gain an understanding of the importance of innovation and change, their recognition and methods for evaluation. 2. Students will gain an understanding of intellectual property, its protection and different models of exploitation 3. Students will be able to analyze environment (technology and market), to propose innovative strategy and take part in its realization 4. Students will be able to analyze changes in the various contexts, define strategies and plans for the creation and adoption of change.			
Syllabus. 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. Key changes in the organization and the external environment (why is important to follow future trends in external environment?). Different models of change management; The Adizes Methodology. Strategy implementation changes. Organization and change, the impact of innovation activities on changes in the company. Managing change in times of crisis. Developing a change plan in organization. Characteristics of innovative companies (management style, process innovation, staff training, creating a climate for innovation activities boost, barriers to innovation). Why is innovation and intrapreneurship important to the organizations? Differences in innovation activities of manufacturing and service companies, large enterprises and SMEs. Creating innovative organization (planning, leadership, structure, culture, processes, employees, reward system, the end result). Institutionalizing innovation activities. 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. Innovation and the impact of technological trajectories, inner processes and resources; role of intellectual property in innovation management, measurement of innovation, innovative organization. Innovation Radar.			
Required Reading: Relevant literature in English, tbd			
Weekly Contact Hours:2		Lectures: 3	
		Practical work: 1	
Teaching Methods: A variety of approaches to teaching and learning are adapted including lectures, group work activities and open debate. Several sessions will be led by practitioners in the field of intellectual property and technology transfer.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations		points	Final exam
			points

Attendance			
Computer exercises			
Tests (4x)			

