

Summer University Warsaw 2019 – SGH

Local affiliation: Mikolaj Pindelski, PhD, Management Theory
Department, Collegium of Management & Finance,
SGH Warsaw School of Economics,
(mikolaj.pindelski@sgh.waw.pl)

Course title: Innovations Management in an Enterprise

Duration: 30 contact hours

Objectives:

The importance of innovation to civilization development and in building a market position of an enterprise. Features of innovation processes. An innovative enterprise. Innovation strategies of enterprises. New product and new technology development. The economic evaluation of innovative undertakings. Creativity, knowledge management vs. innovativeness. Intellectual property and its protection. National/ Regional System of Innovation.

The course is aimed at discussing the most important determinants of innovation activity in enterprises as well as issues concerning innovation strategy formulation, the economic evaluation of innovative undertakings and managing an innovation project.

The program of the course:

1. Invention, innovation, diffusion - the stages of an innovation process.
2. Dilemma about the term 'innovation'
3. Innovation from perspective of European Union and a company
4. Blue Ocean Strategy as a tool for supporting innovation management process in a company
5. Knowledge and creativity in the innovation activity of an enterprise.
6. Innovation strategies in enterprises. Innovation strategy formulation. Choice of the option for innovation strategy.
7. Financing innovation.
8. The economic evaluation of innovative undertakings.
9. Managing a new product. Extending a product life cycle through innovation.

10. Technology management.
11. Inventiveness. The ways of protecting the intellectual property.
12. Organizations and programs supporting innovativeness.
13. National, Regional System of Innovation. A pro-innovative government policy.
14. Managing an innovation project.
15. The presentations of completed innovation projects.

The course includes lectures, presentations, discussions, case studies and a business project.

Learning outcomes:

After the course students:

- understand the differences between innovation and invention and innovation diffusion, and they know how to measure innovation capabilities and performance of companies.
- know the most important models of an innovation process as well the most important creativity techniques.3. Students understand the difference between an overall company strategy and an innovation strategy.
- can evaluate innovation capabilities and performance of a company.
- can identify the ways of acquiring innovations by companies.3.Students can identify the external sources of the funds for innovation, and they can explore the possibilities of making use the funds in a company.
- can gather data/information that are essential to evaluate innovation capabilities and performance of companies.
- know how to make use of data/information to prepare case studies of innovation strategies.

Journals & Books References: (max 6 positions)

1. Set of selected recent and up to date articles and papers on the topics
2. Humble J., Molesky J., O'Reilly B., *Lean Enterprise. How High Performance Organizations Innovate at Scale*, O'Reilly Media, 2014
3. Osterwalder A., Pigneur Y., *Business Model Generation*, Wiley 2010
4. Ross A., *Industries of The Future*, Simon & Schuster 2016
5. W. Chan Kim & Renée Mauborgne, *Blue Ocean Strategy*, Harvard Business School Press 2005
6. Dodgson M., Gann D, Salter A, *The Management of Technological Innovation. Strategy and Practice*, Oxford University press, Oxford/New York 2008