

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Innovation management								
2.2. Code	19.0254IF1.1-0004								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	conf.univ.dr. MEGHISAN - TOMA GEORGETA MADALINA				madalina_meghisan@yahoo.com			
	S(S)	cadrul did. asoc. BUNDARU LIVIA ANCA				anca.bundaru@fabiz.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 2.00
	S(S) 1.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 28.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	108.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	50.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	25.00
Tutorials	5.00
Examinations	18.00
Other activities	

4. Prerequisites

4.1. of curriculum	- Marketing - Management strategic
4.2. of competences	A good level of English

5. Conditions

for the C(C)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.
for the S(S)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.

6. Acquired specific competences

	C1	Identification, interpretation and contextual use in Romanian and English, in an integrated manner, of business administration concepts in the context of a competitive economy
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7. Objectives of the discipline

7.1. General objective	The course aims to develop among students the knowledge and skills necessary for managing innovation.
7.2. Specific objectives	-Apply the knowledge in the field of innovation management through case studies, good practice examples, analysis; - Acquiring knowledge of processes and models already tested by managers in the field of innovation management; - Presentation of the most recent examples in the field of innovation management;

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	1. Innovation - definition and importance 1.1. Importance of innovation 1.2. Innovation is not just advanced technology 1.3. Innovation and entrepreneurship 1.4. Competitive advantage through innovation	Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team	
2	1. Innovation - definition and importance 1.5. Changing the context for innovation 1.6. What is innovation? 1.7. The four dimensions of the innovation space 1.8. Key aspects of innovation 1.9. Innovation management	Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team	

3	<p>2. Innovation - the central process of the business</p> <p>2.1. Innovation services and management</p> <p>2.2. Innovation in the nonprofit arena</p> <p>2.3. Social entrepreneurship</p> <p>2.4. Small firms as innovators</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
4	<p>2. Innovation - the central process of the business</p> <p>2.5. Partial thinking of innovation</p> <p>2.6. Learning for managing innovation</p> <p>2.7. Selection</p> <p>2.8. Implementation</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
5	<p>3. Building an innovative organisation</p> <p>3.1. Vision, leadership and willingness to innovate</p> <p>3.2. Appropriate organisational structure</p> <p>3.3. Key figures</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
6	<p>3. Building an innovative organisation</p> <p>3.4. Intensive involvement in innovation</p> <p>3.5. Efficiency of teamwork</p> <p>3.6. Creative organizational climate</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	

7	<p>4. Developing an innovative strategy</p> <p>4.1. Innovation strategies: rationalist strategy vs. incremental strategy</p> <p>4.2. Leadership strategy vs. followership strategy</p> <p>4.3. Dynamic corporate capabilities</p> <p>4.4. Taking on innovation benefits</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
8	<p>4. Developing an innovative strategy</p> <p>4.5. Exploiting the technological means</p> <p>4.6. Development of company-specific skills</p> <p>4.7. Globalisation of innovation</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
9	<p>5. Sources for innovation</p> <p>5.1. Push strategy</p> <p>5.2. Need for "pull"</p> <p>5.3. Improving processes</p> <p>5.4. Innovation from a crisis</p> <p>5.5. Challenge to underserved markets</p> <p>5.6. Emerging markets</p> <p>5.7. Customizing for the masses</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
10	<p>5. Sources for innovation</p> <p>5.8. Users as innovators</p> <p>5.9. Use of the crowd</p> <p>5.10. Prototype</p> <p>5.11. Watching others and learning from them</p> <p>5.12. Design-based innovations</p> <p>5.13. Legislation</p> <p>5.14. Accidents</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	

11	<p>6. Conducting the innovation study</p> <p>6.1. Development of the business plan</p> <p>6.2. Forecasting innovation</p> <p>6.3. Estimation of the adoption of innovations</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
12	<p>6. Conducting the innovation study</p> <p>6.4. Risk assessment, uncertainty recognition</p> <p>6.5. Anticipation of the necessary resources</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
13	<p>7. Decision under conditions of uncertainty</p> <p>7.1. Uncertainty challenge</p> <p>7.2. Tunnel of insecurity</p> <p>7.3. Decision-making for incremental innovation</p> <p>7.4. Creating the innovation situation</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	
14	<p>7. Decision under conditions of uncertainty</p> <p>7.5. Testing the concept and involvement of stakeholders</p> <p>7.6. Risk mitigation</p> <p>7.7. Decision-by-limit decision</p>	<p>Lecture, debate sessions, example of best practice shared with students; Critical thinking. Inquiring methods; Methods used to stimulate individual and team (group) creativity. Creative games, brainstorming etc. Case studies, example of best practice Teamwork, including projects design and presentation of each team</p>	

Bibliography

- Joe, Tidd, Bessant, John , Managing Innovation. Integrating technological, market and organizational change, 6th edition, Willey, UK, 2018, Marea Britanie
- Gilbert, Patrick, Bobadilla, Natalia, Gastaldi, Lise, Le Boulaire, Martine, Lelebina, Olga, , Innovation, Research and Development Management, Wiley, UK, 2018, Marea Britanie

- Kerzner, Harold, , Innovation Project: Methods, Case Studies and Tools for Managing Innovation Projects, Wiley, UK, 2019, Marea Britanie
- Storey, John, Salaman, Managers of Innovation: Insights into Making Innovation Happen, Wiley, UK, 2009, Marea Britanie

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Case studies and group projects: applying innovation models to existing businesses/products (e.g. Uber, Twitter, Netflix) and individual exposure of an innovative idea; voting innovative ideas and training teams for their validation and presentation;	-Debates -Examples of good practice	
2	Case studies and group projects: application of methods of validation of innovative product ideas: testing of initial assumptions;	-Debates -Examples of good practice	
3	Case studies and group projects: Choice and testing of market segments for the innovative product;	-Debates -Examples of good practice	
4	Case studies and group projects: Create user persona for a website that allows bets for U.S. presidential elections; presentation and debate of demographic and psychobehavioral attributes.	-Debates -Examples of good practice	
5	Case studies and group projects: competitors' research and their importance in positioning the innovative product	-Debates -Examples of good practice	
6	Case studies and group projects: Interviewing techniques for addressed customer segments;	-Debates -Examples of good practice	
7	Case studies and group projects: Presentation of group projects for the innovator product and judging them by colleagues.	-Debates -Examples of good practice	

Bibliography

- Joe, Tido, Bessant, John , Managing Innovation. Integrating technological, market and organizational change, 6th edition, Wiley, UK, 2018
- Kerzner, Harold, , Innovation Project: Methods, Case Studies and Tools for Managing Innovation Projects, Wiley, UK, 2019
- Storey, John, Salaman, Managers of Innovation: Insights into Making Innovation Happen, Wiley, UK, 2009
- Gilbert, Patrick, Bobadilla, Natalia, Gastaldi, Lise, Le Boulaire, Martine, Lelebina, Olga, , Innovation, Research and Development Management, Wiley, UK, 2018

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content of the discipline was correlated with the requirements of the local and international business environment during the various professional meetings and debates to which the lecture holder took part.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Progressive assessment	Group project, active presence in seminary activities	25.00
10.2. C(C)	Granted point	Attendance to the exam	10.00
10.3. S(S)	Progressive assessment	Group project, active presence in course activities	25.00
10.4. Final assessment	Summary Assessment (Exam)		40.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	Final grade 5		

Date of listing,
06/06/2020

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,