The Government of the Russian Federation
Federal State Autonomous Institution for Higher Professional Education
National Research University Higher School of Economics
St. Petersburg Branch
St. Petersburg School of Economics and Management

Course Syllabus

Innovation Management

Areas of Studies: 38.03.02 “Management”

Level: Undergraduate

Bachelor’s Programme “International Business and Management Studies”

Author

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Recommended by the Head of the Undergraduate Programme in Management, Curriculum Support
Boyko K.A. _____ “___” _____ 20__

Approved by the Academic Council of Bachelor’s Programme “International Business and Management Studies”
Chair: Shakina E.A. _____ “ 29 ” August 2017
Protocol № 1

St. Petersburg, 2017

Course Syllabus

Title of the course	**Innovation Management**		
Title of the Academic Programme	Bachelor's Programme "International Business and Management Studies"		
Type of the course	Elective		
Prerequisites	-		
ECTS workload	4		
Total indicative study hours	Directed Study	Self-directed study	Total
	46	106	152
Course Overview	The course is devoted to strategic management of innovation. General purpose of this course is students' acquaintance with fundamentals of Management of Innovation and studying its toolkit. It is aimed at the creation of competencies in the following fields: • Search of the sources of innovation and ideas generating. • Defining types and patterns of innovation. • Defining innovation-related strategic decisions within organizations. • Evaluation of innovation-based projects. • Developing the path of co-operation for innovation-based projects. • Managing the processes of new product development. The course is aimed mostly at corporate level of Management of Innovation, though other fields of this very important part of economic and social life are also considered.		
Intended Learning Outcomes (ILO)	The main outcome of the course is to prepare for the further theory of innovation management course. The outcomes will also include the understanding of the mechanisms how do innovations and markets' functioning, what indices are responsible for these processes, and how the innovation's creating effectiveness and efficiency could be measured.		
Teaching and Learning Methods	The course is based on the active learning technologies, mostly at case studies. Each topic includes one large case and a couple of small cases illustrating the main concepts of the topics, methods and technologies used by leading companies, factors influencing successes and market failures of innovation-based strategies. Students are asked to fulfill the comparative analysis of domestic companies and leading innovators and apply it to the specific situation described in each case.		

Content and Structure of the Course

№	Topic / Course Chapter	Total	Directed Study		Self-directed Study
			Lectures	Tutorials	
1	The Theoretic Foundations of Innovation	14	2	2	10
2	Sources of Innovation	14	2	2	10

3	Types and Patterns of Innovation	14	2	2	10
4	Standards Battles and Design Dominance	14	2	2	10
5	Timing of Entry	16	2	4	10
6	Defining the Organization's Strategic Direction	20	2	4	14
7	Choosing Innovation Projects	20	2	4	14
8	Collaboration Strategies	20	2	4	14
9	Protecting Innovation	20	2	4	14
Total study hours		152	18	28	106

Indicative Assessment Methods and Strategy

The assessment will be based on workshops, home tasks and review. Also final presentation of students' projects will be obligatory at the end of the course. Assessment of students' knowledge is based on a point system with accordance to results of the activities in workshops, homework, review and project presentation. The maximum number of points that can be achieved for this course is 10.

Assessment

Type of testing	**Form of testing**	**Parameters**
Current (50%)	Homework	Document of not less than 10 pages, containing the results of analysis of the innovation company
Final (50%)	Exam	Development of investment proposals in the form of project and its defense in front of a potential partner

Readings / Indicative Learning Resources

Main textbook

Trott, P. Innovation Management and New Product Development. 5th Edition. Pearson, 2012.

Schilling, M.A. Strategic Management of Technology Innovation. 3rd Edition. McGraw-Hill, Irwin, 2011.

Additional readings

Chiesa, V. (2009). R&D strategy and organization: making technical change in dynamic contexts. London: Imperial College Press

Metrick, A (2007). Venture Capital and the Finance of Innovation. NJ. Wiley

Maital Sh., Seshadri D.V.R. (2007). Innovation management: strategies, concepts and tools for growth and profit. London: Sage Publications Ltd.

Barclay I., Lunt P.J. (1989). Successful management of the introduction of new technology. In: Innovation: Adaptation and Growth, edited by R. Rothwell and J. Bessant Elsevier Science Publishers B.V., Amsterdam.

Cooper R.G., Kleinschmidt E.G. (1996). Winning Businesses in Product Development: The Critical Success Factors //Research-Technology Management. Vol. 39. № 4.

	Cooper R.G. *(2008).* Maximizing Productivity in Product Innovation // Research Technology Management.. March-April. P. 47-58. Community innovation statistics: From today's Community Innovation Surveys to better surveys tomorrow: http://oecd.org/dataoecd/37/39/37489901.pdf Drake M.P., Sakkab N., Jonash R. (2006) Maximizing Return on Innovation Investment //Research Technology Management. November – December. P. 32-41 Frascati Manual: Proposed Standard Practice for Surveys of Research and Experimental Development. OECD, Paris, 2002 Jaruselsky B., Dehoff K. (2010). How the top innovators keep winning //Strategy+business. Issue 61. Reprint 10408. Kandybin A. Which Innovation Efforts Will Pay? (2009) // Sloan Management Review. Fall. p. 53-60. Kozlov K., Yudaeva K. (2004). Imitations and Innovations in a Transition Economy. – Moscow: CEFIR, Mimeo Oslo Manual. The measurement of scientific and technological activities proposed guidelines for collecting and interpreting technological innovation data. OECD Publications: Paris, 2005 Penrose E. (1959). The theory of the growth of the firm. Fourth edition. First published in 1959. Oxford: Oxford University Press, 2009 Porter M.E. (1998). Competitive advantage: creating and sustaining superior performance: With a new introduction. – N.Y.: Free Press Teece D.J. (2007). Explicating dynamic capabilities: The nature and microfoundations of sustainable development // Strategic Management Journal. № 28 (13). P. 1319-1350 **Internet resources** www.managing-innovation.com
Academic Support for the Course	For achieving targets of discipline teachers need to be integrated into an interconnected set of content of lectures, seminars and independent work of masters. The aim of the discipline, as mentioned earlier, is the formation of universal and professional competences in the field of strategic and technology development of companies.
Facilities, Equipment and Software	For the successful development of the discipline, the student uses the following software: Microsoft Office package (Word, Excel, PowerPoint), Acrobat Reader. LCD projector
Course Instructors	Vitalii Lipatnikov