1. Course Description
The course is delivered to master students of The National Research University Higher School of Economics. It is delivered in one module. The course length is 114 academic hours in total of which 50 hours are class room hours for lectures and seminars and 64 hours are devoted to self study.

a. Pre-requisites
- Economics of Innovation
- Strategies in STI Management
- «Finance of Innovation» is highly recommended but not necessary

b. Abstract
- This course is designed for master students who want to apply their abilities and knowledge in development of a business idea and its implementation in the successful intrapreneurial or entrepreneurial innovation project.

c. Course Language: English.

2. Learning Objectives
- Development of an innovative project and its presentation

The course spans 2 academic modules. Students are assessed with a project work. The teaching is based on experiences of faculty members. In addition selected reputed experts are invited bringing together views from different perspectives of innovation projects to provide in-depth
learning opportunities for all students. Instructors’ presentations are designed to deliver international expertise and experiences of successful innovations.

The course is accompanied by seminars where students present innovation projects development in several thematic streams. Seminars introduce new approaches to understand and further elaborate different facets of innovation thinking and to provide participants with practical training as well as ready to use state of the art knowledge.

3. Learning Outcomes

- Understanding of business models changes emerged by disruptive technology;
- Abilities for modelling of financial effects;
- Ability to analyze regulatory frameworks and competitive landscape

4. Course Plan

a. Lectures

<table>
<thead>
<tr>
<th>Module</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1 Project Introduction</td>
<td>Course Introduction</td>
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<tr>
<td></td>
<td>Building Project Teams</td>
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<td></td>
<td>From business idea to business case</td>
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<td>2. Project environment</td>
<td>Industry trends and Competitive analysis</td>
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<td>Industry Risk analysis</td>
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<td>3. Project assessment</td>
<td>Project budget and scheduling</td>
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<td>Market assessment and forecasting</td>
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<td>Cash flow model</td>
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<td>Scenario planning</td>
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<td>4. Project presentation</td>
<td>Business plan development</td>
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<td>Creating strategic narrative and preparing presentation for investors</td>
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<td>Final colloquium</td>
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b. Seminars

The seminar consists of an introductory session where ideas of project are introduced. The session ends with the choice of core stream for which the students are asked to prepare a project. Following these introductory session students will develop a practical applicable concept for a
given project. Supervision of students will be provided after their several interim presentations during seminars. Finally these concepts are introduced in a concluding session which is devoted to presentations of projects developed by students and a concluding discussion of these projects from both a practical view. Students will develop concepts in teams.

Topics:

- Project introduction
- Project environment
- Project assessment
- Project presentation
- Final COLLOQUIUM

5. Reading List

   a. Basic and required

1) Simon Sinek, Leaders Eat Last: Why Some Teams Pull Together and Others Don't
2) http://dialoguereview.com/stop-good-teams-failing/
5) Gassmann, O., Schweitzer F. Management of the Fuzzy Front End of Innovation

   b. Optional and recommended:

6. Grading System

Final control (F): Final exam - oral presentation
Essay (E): written business plan
Seminar (S): Interim oral presentations.

The overall course grade (10-point scale) is calculated as a sum of

\[ G = 0,3 \ F + 0,3 \ E + 0,4 \ S \]

The overall course grade G (10-point scale) includes results achieved by students in their exam F, seminar (S) and essay (E); it is rounded up to an integer number of points.

The final oral presentation takes place at the final colloquim where the project plan is presented by the students. Interim oral presentations are given at seminars.

Summary Table: Correspondence of ten-point to five-point system’s marks

<table>
<thead>
<tr>
<th>Ten-point scale [10]</th>
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<tbody>
<tr>
<td>1 – unsatisfactory</td>
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<tr>
<td>2 – very bad</td>
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<td>3 – bad</td>
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<td>4 – satisfactory</td>
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<td>5 – quite satisfactory</td>
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<td>6 – good</td>
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<td>7 – very good</td>
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<td>8 – nearly excellent</td>
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<td>9 – excellent</td>
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<td>10 – brilliant</td>
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7. Course Assignments

Essay and presentation

8. Examination Type

Final control (F) is written exam (80 minutes multiple choice and open-ended questions exam).

9. Methods of Instruction

The course combines lectures and seminars through a participatory sessions and group work. Lectures are designed to clarify major theoretical concepts and international experiences employed in corporate foresight. Seminars are aimed at sharing the students’ reflections on the approaches introduced in the literature and developing analytical and practical abilities required to professionally discuss topics aroused during the course. The students are expected to be ready for discussions using the recommended readings and lecture materials.

10. HSE Library E-resources

Emerald Emerging Markets Case Studies.

URL: [https://www.emeraldinsight.com/topic/cs_all?sortBy=Ppub](https://www.emeraldinsight.com/topic/cs_all?sortBy=Ppub)

11. Software Support, including Open-Source Database Software

- Microsoft Windows 7 Professional RUS: internal university network (agreement)
- Microsoft Windows 10: internal university network (agreement)
• Microsoft Windows 8.1 Professional RUS: internal university network (agreement)
• Microsoft Office Professional Plus 2010: internal university network (agreement)

12. Special Equipment
Classrooms for lectures provide proper use and presentations of particular topics, specifically:

• PC with internet access and office software or laptop
• multimedia projector
• screen
• flipchart