Subject card

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|---|---|---|---|
| Subject name and code | Understanding, managing and financing innovation processes, PG_00083889 | | |
| Field of study | International Business | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | 2025/2026 |
| Education level | Master’s studies | Subject group | |
| Mode of study | full-time studies | Mode of delivery | at the university |
| Year of study | 2 | Language of instruction | English |
| Semester of study | 3 | ECTS credits | 5.0 |
| Learning profile | academic | Assessment form | credit |
| Conducting unit | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr hab. Anna Golejewska | |
| | Teachers | | |

| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|---|
| | Number of study hours | 30.0 | 0.0 | 0.0 | 0.0 | 0.0 | 30 |
| | E-learning hours included: 0.0 | | | | | | |

| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | Self-study | SUM |
|---|---|---|---|---|---|
| | Number of study hours | 30 | 0.0 | 0.0 | 30 |

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| Subject objectives | The aim of the course is to provide students with theoretical knowledge and practical skills related to the identification, management, and financing of innovation processes within organizations. Students will acquire competencies that enable them to effectively implement innovations, assess their profitability, secure funding, and manage innovation-related risks in a dynamic business environment. The course will help students understand the importance of innovation as a key driver of business development and a tool for building competitive advantage. |

<table>
<tr><td>Learning outcomes</td><td>

| Course outcome | Subject outcome | Method of verification |
| --- | --- | --- |
| [IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market | The student understands the conditions, principles, and consequences of decisions made within the structures of modern innovative enterprises. | [SW2] presentation/project/paper/report |
| [IBMU2_U09] can independently plan and implement lifelong learning; complement and improve the acquired knowledge and skills; is open to new ideas and techniques; can inspire and organise the learning process for others | The student is able to supplement and improve the acquired knowledge and skills in the field of innovation management and financing. | [SU2] presentation/project/paper/report |
| [IBMU2_U01] can creatively interpret, explain and analyse complex economic phenomena and the relations occurring between them, using the acquired knowledge in international business and international economic and financial relations | The student Is able to creatively interpret, explain, and analyze innovation processes. | [SU2] presentation/project/paper/report |
| [IBMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international business | The student is ready to critically assess the level of knowledge, skills, and professional competencies acquired in the area of innovation, its management, and financing. | [SK2] presentation/project/paper/report |

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<tr><td>Subject contents</td><td>1.Definition and types of innovation. 2.Sources of innovation and models of innovation processes. 3.Innovation as a management process. 4.Diffusion of Innovation 5.Organisation characteristics facilitating innovation process (strategy, cooperation, acceptance of risks, space for creativity...). 6.Regional Innovation System, clusters and innovative milieu. 7.Financing innovative business towards commercialisation. 8.Funding to promote innovation and research activities.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Students are expected to have basic knowledge of management, economics, or entrepreneurship.</td></tr>
<tr><td>Assessment methods and criteria</td><td>

| Subject passing criteria | Passing threshold | Percentage of the final grade |
| --- | --- | --- |
| | 51.0% | 100.0% |

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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>1. Fulford H., (ed.), Case Studies in Innovation for Researchers, Teachers and Students, Academic Publishing International, 2012.<br><br>2. Keeley L., Walters H., Pikkel R., Quinn B., Ten Types of Innovation: The Discipline of Building Breakthroughs, Doblin, 2013.<br><br>3. Jarunee Wonglimpiyarat, Technology Financing and Commercialization. Exploring the Challenges and How Nations Can Build Innovative Capacity, Palgrave Macmillan, 2014</td></tr>
<tr><td>Supplementary literature</td><td>1. Osterwalder A., Pigneur Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley and Sons, 2010.<br><br>2. Trott P., Innovation Management and New Product Development, 5th Edition, Financial Times Prentice Hall, Harlow, 2011.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table>
</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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