

**Subject card**

<b>Subject name and code</b>	Innovation Management , PG_00177920						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			6.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Department of Organisation and Management -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Emilia Dobrowolska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	30.0	0.0	0.0	0.0	60
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	60		4.0		86.0	150
<b>Subject objectives</b>	The aim of the course is to familiarize students with the essence and concepts concerning the innovation process, the role of innovation in firms competitiveness and its impact on the overall economic growth.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	Student is ready to make an in depth assessment of innovation phenomena and clearly justify his/her position through a rational, logical and enterprising way of using innovation management knowledge. This allows him/her to identify important problems connected with firm's innovativeness and plan solutions to them.	[SU2] presentation/project/paper/report
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	Student is aware of multidisciplinary character of social sciences especially issues that concern innovation management process. Moreover student knows new trends in innovation like open innovation concept and notices relations between firm innovativeness and economic growth.	[SW4] test/exam - oral or written
	[ZARZMU2_W08] The student possesses a deep understanding of management processes, including their objectives, specificity, complexity, and how they relate to other organizational processes, alongside the challenges and dilemmas presented by a dynamically changing environment.	Student has extended knowledge on innovation process and is aware that innovation is a source of firms', regions' and nations' competitiveness.	[SW4] test/exam - oral or written
	[ZARZMU2_K03] The student is ready to think and act entrepreneurially and responsibly, initiate, coordinate, and participate in projects that benefit the social environment and the public interest, and inspire others in this area.	Student can complement and extend the knowledge and skills acquired by combining interdisciplinary knowledge especially from innovation management field. Moreover, student due to clear expression of his/her opinions inspires others to work in teams.	[SK2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> <li>1. Innovation basic concepts and definitions: types of innovation, sources of innovation, types of innovation expenditures.</li> <li>2. The concept of the innovation system, innovation theory, and models.</li> <li>3. Innovation as the source of firms, regions and nations competitiveness - empirical evidence.</li> <li>4. Clusters as forms of firms co-opetition boosting innovation, specific features of innovation processes in branches of different technology levels.</li> <li>5. Innovation infrastructure and policy science and technology parks, technology incubators, technology transfer centers, seed/venture capital, funds, regional innovation strategies, patents, intellectual property rights and other innovation grants.</li> <li>6. Firms innovation strategy: market analysis, determinants of the strategy.</li> <li>7. Innovation project management: project planning, structure of the project team, role of the project manager, communication with the rest of the organization.</li> <li>8. New trends in innovation: open innovation, design thinking, market-driven innovation, eco-innovation, innovation in services.</li> </ol>		
Prerequisites and co-requisites	Bachelors studies graduation.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project presentation	51.0%	50.0%
	Exam	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. J. Bessant, J. Tidd (2015), Innovation and Entrepreneurship, Wiley.</li> <li>2. M. Dodgson, D.M. Gann(ed.) (2013). The Oxford Handbook of Innovation Management (Oxford Handbooks).</li> <li>3. P. Trott (2017), Innovation Management and New Product Development, Pearson Education.</li> </ol>	
	Supplementary literature	<ol style="list-style-type: none"> <li>1. E. Dobrowolska, P. Sliż (2022) ICT technology implementation and the level of process maturity in an organization Problemy Zarządzania, vol. 20, nr 2 (96), s.31-47.</li> <li>2. M. Tynhammar, (ed.) (2020) The crest of the innovation management research wave, Wilmington, Delaware: Vernon Press.</li> <li>3. E. Wojnicka-Sycz, M. Kaczyński, P. Sycz (2020) Innovative Ecosystems behind Regional Smart Specializations: The Role of Social, Cognitive and Geographical Proximity, Journal of Entrepreneurship Management and Innovation, vol.16, no. 3, 129-166.</li> </ol>	
	eResources addresses		

Example issues/ example questions/ tasks being completed	1. What are the characteristic features of different generations of innovation process models? 2. What are the assumptions of open innovation model and closed innovation model? 3. What kind of categories of innovation strategies can be distinguished?
Work placement	Not applicable

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