

Subject card

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| Subject name and code | Change and Innovation Management, PG_00177899 | | | | | | |
| Field of study | Management | | | | | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | | | 2026/2027 | | |
| Education level | Master's studies | Subject group | | | Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study | | |
| Mode of study | full-time studies | Mode of delivery | | | at the university | | |
| Year of study | 1 | Language of instruction | | | Polish | | |
| Semester of study | 2 | ECTS credits | | | 6.0 | | |
| Learning profile | academic | Assessment form | | | exam | | |
| Conducting unit | Department of Organisation and Management -> Faculty of Management -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Emilia Dobrowolska | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 30.0 | 30.0 | 0.0 | 0.0 | 0.0 | 60 |
| | 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 | 60 | | 4.0 | | 86.0 | 150 |
| Subject objectives | The aim of the subject is to familiarize students with the process of implementing changes in companies and to present the importance of companies innovativeness in the face of permanent and discontinuous changes in the business environment. | | | | | | |

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| 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. | The student identifies and interprets complex socio-economic problems and phenomena, current developments in economic policy and economics that affect enterprises innovativeness. | [SU2] presentation/project/paper/report |
| | [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. | The student adopts an entrepreneurial attitude and communicatively argues his/her opinions on managing innovation and solving related dilemmas, which inspires group members to engage in a teamwork. | [SK2] 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. | The student evaluates the complex determinants of implementing changes and designing innovative solutions. Moreover, the student understands to a deeper extent the role of innovation strategies in the development of enterprises in a competitive market. | [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. | The student, thanks to a holistic view on a change management process, understands to a deeper degree the necessity of formulating the objectives of innovative activities for enterprises operating in a dynamically changing business environment. | [SW4] test/exam - oral or written | |
| Subject contents | <ul style="list-style-type: none"> • Dealing with organisational complexity - managing in the context of change. • Essence, causes and types of organisational change. • Employees attitudes to changes, sources of resistance to organisational change, actions to prevent and minimise employees resistance to changes. • Organisational changes design. • Organization development: the life cycle of an organization, costs and benefits of organisational changes. • Essence and types of innovation: the meaning of innovation definition, the innovation process, objectives of innovative activities, types of innovation, sources of innovation, innovation as a source of firms competitiveness. • Internal and external determinants of firms innovativeness. • Evolution of innovation process models: linear models, non-linear models, sixth generation innovation model - towards open innovation concept, closed versus open innovation model by H. Chesbrough. • Innovation strategies: the essence of innovation strategy, strategic thinking and the choice of innovation strategy, contemporary concepts of innovation strategy (blue ocean strategy, open innovation strategy, innovation niche strategy), monitoring innovation strategy in the firm. • The importance of innovation in network organisations: reasons for innovation activities in networks, sources of innovation and measures of innovation activities in networks, innovation activities in different types of networks. | | |
| Prerequisites and co-requisites | Bachelor's study graduation | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Project presentation | 51.0% | 50.0% |
| | Exam - test | 51.0% | 50.0% |

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| Recommended reading | Basic literature | <ul style="list-style-type: none"> • B. Bojewska (2015). Innowacyjność organizacji sieciowych w gospodarce opartej na wiedzy, Oficyna Wydawnicza SGH, Warszawa. • M. Brzeziński (2001). Zarządzanie innowacjami technicznymi i organizacyjnymi, Difin, Warszawa. • Z. Kłós (2017). Innowacyjność i innowacje, Wydawnictwo Politechniki Poznańskiej, Poznań. • A. Pomykański (2001). Zarządzanie innowacjami, Wydawnictwo Naukowe PWN, Warszawa-Łódź. • P. Puczyński (2018). Zarządzanie zmianą, czyli jak przeżyć nieustającą przeprowadzkę. Wydawnictwo Helion. • M. Roszkowska - Menkes (2015). Otwarte innowacje: w poszukiwaniu równowagi, Oficyna Wydawnicza SGH, Warszawa. • G. Roth, M. Kurtyka (2019). Zarządzanie zmianą. Od strategii do działania. Wydawnictwo CeDeWu, Warszawa. • A. Sopińska, W. Mierzejwska (2017). Otwarte innowacje produktowe realizowane przez przedsiębiorstwa działające w Polsce. Podejście zasobowe, Oficyna Wydawnicza SGH, Warszawa. • A. Sosnowska, S. Łobejko, A. Kłopotek (2001). Zarządzanie firmą innowacyjną, Difin, Warszawa. • K. Szatkowski (2016), Zarządzanie innowacjami i transferem technologii, Wydawnictwo Naukowe PWN, Warszawa. • J. Wiśniewski, K. Janasz (2015). Innowacje i procesy transferu technologii w strategicznym zarządzaniu innowacjami, Difin, Warszawa. • R. Żuber (2016). Zarządzanie innowacjami w przedsiębiorstwie. wybrane aspekty, Difin, Warszawa. |
| | Supplementary literature | <ul style="list-style-type: none"> • E. Dobrowolska (2018). Identyfikacja i kierunki zmian kultury organizacyjnej innowacyjnych przedsiębiorstw - analiza wybranych przypadków, Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu nr 538, s. 125-140. • B. Kozyra (2017). Praktyczne zarządzanie zmianą w firmie. Wydawnictwo MT Biznes, Warszawa. • J. Rybicki, E. Dobrowolska (2018). Hybrydyzacja modeli biznesowych w procesie tworzenia innowacji technologicznych, Przegląd Organizacji nr 7, s. 3-9. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | <ul style="list-style-type: none"> • What kind of sources of resistance to organizational change you may distinguish? • How the evolution of innovation process models is conducted? • What types of innovation may be distinguished? • Characterize contemporary innovation strategies. | |
| Work placement | Not applicable | |

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