Subject card

Subject name and code	Innovation and Innovation Management, PG_00205378						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2025			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	
Mode of study	full-time studies			Mode of delivery		at the university	
Year of study	2			Language of instruction		English 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. Stanisław Umiński				
	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	95.0		125
Subject objectives	This course examines the role of innovation as a key driver of firm competitiveness and long-term economic growth in a dynamic and uncertain global environment. It introduces the fundamental concepts of innovation, including product, process, organizational, and business model innovation, and explores how firms generate, manage, and commercialize new ideas. The course adopts a systemic and strategic perspective, emphasizing that innovation is not an isolated activity but a structured process embedded within firms, industries, and broader innovation ecosystems. It analyzes the interaction between technological change, market dynamics, and firm capabilities, highlighting the importance of dynamic capabilities, organizational learning, and innovation strategy. Particular attention is given to innovation management practices, including the design of innovation processes, leadership, organizational culture, and the development of innovative capabilities. The course also explores key strategic frameworks, including the Business Model Canvas, Blue Ocean Strategy, and portfolio models, to support innovation-driven growth. By combining theoretical foundations with empirical evidence and practical tools in a hands-on workshop, the course equips students to design, evaluate, and manage innovation strategies in both established firms and entrepreneurial contexts.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	Student understands organizational change processes, innovation dynamics, and the impact of external stakeholders on firms and markets.	[SW2] presentation/project/paper/ report
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	Student is able to interpret and explain innovation-related economic and organizational phenomena using knowledge from economics, management, and business strategy.	[SU2] presentation/project/paper/ report
	[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	Student understands relationships between technological change, organizations, and market dynamics in the global economy	[SW2] presentation/project/paper/ report
	[MSGL3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	Student is able to assess innovation-related economic and market phenomena using data, indicators, and standard analytical tools.	[SU2] presentation/project/paper/ report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Student participates in projects related to innovation and organizational development while considering economic, social, and environmental factors.	[SK2] presentation/project/paper/ report
	[IBMU2_W06] has in-depth knowledge of the world economy, economic ties and the regularities governing them, principles of global market functioning and international economic and financial relations as well as the process of their evolution; understands the causes, regularities and consequences of occurring changes;	Student understands the role of innovation, technological change, and globalization in shaping firm competitiveness and economic development.	[SW2] presentation/project/paper/ report
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	Student is able to analyse innovation processes using empirical evidence, market data, and strategic frameworks.	[SU2] presentation/project/paper/ report
	[MSGL3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	Student understands advanced terminology related to innovation, management, and international business.	[SW2] presentation/project/paper/ report
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	Student is ready to participate in projects related to innovation management and organizational development.	[SK2] presentation/project/paper/ report

Course outcome	Subject outcome	Method of verification
[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	Student is able to analyse relationships between innovation, firm strategy, and competitive advantage.	[SU2] presentation/project/paper/ report
[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	Student is prepared to identify and solve challenges related to innovation and international business.	[SK2] presentation/project/paper/ report
[IBL3_W04] has a structured knowledge of the world economy, international economic and financial processes and their role in shaping the international business environment	Student has structured knowledge of innovation processes, technological change, and the global business environment.	[SW2] presentation/project/paper/ report
[IBL3_U01] can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business, economics and finance and complementary disciplines	Student is able to interpret and explain innovation phenomena and their impact on firms and markets.	[SU2] presentation/project/paper/ report
[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	Student recognises the importance of innovation and innovation management in solving business challenges and is ready to consult experts when necessary.	[SK2] presentation/project/paper/ report
[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	Student participates in socio-economic projects related to innovation and organizational transformation.	[SK2] presentation/project/paper/ report
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	Student is able to apply economic and management knowledge to explain innovation and business development processes.	[SU2] presentation/project/paper/ report
[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	Student understands mechanisms of innovation, competition, and market development in national and international contexts.	[SW2] presentation/project/paper/ report
[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	Student is able to participate in projects related to innovation, sustainable growth, and organizational transformation.	[SK2] presentation/project/paper/ report

Subject contents	1. Introduction to Innovation: Concepts and Definitions 2. Innovation and Firm Competitiveness 3. Types of Innovation and Innovation Outcomes 4. Innovation Processes and Innovation Life Cycle 5. Managing Innovation: Can Innovation Be Structured? 6. Innovation Models: From Technology Push to Systemic Innovation 7. Innovation Strategy and Firms' Competitive Advantage 8. Innovation and Market Creation: Blue Ocean Strategies 9. Business Models and Innovation (Business Model Canvas) 10. Innovation, Firms, and Internationalization 11. Organizational Aspects of Innovation: Culture and Structure 12. Leadership and Change Management in Innovation 13. Innovation Capabilities and Dynamic Capabilities 14. Technology Strategy and Innovation Trajectories 15. The Future of Innovation: Globalization, Digitalization, and Uncertainty
Prerequisites and co-requisites	

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2">

Subject passing criteria	Passing threshold	Percentage of the final grade
Final presentation of group report	50.0%	40.0%
Final group report	50.0%	60.0%

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<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Tidd, J., & Bessant, J. (2021). Managing innovation: Integrating technological, market and organizational change (7th ed.). Wiley.
Keeley, L., Walters, H., Pikkel, R., & Quinn, B. (2013). Ten types of innovation: The discipline of building breakthroughs. Wiley.
Osterwalder, A., & Pigneur, Y. (2010). Business model generation. Wiley.</td></tr>
<tr><td>Supplementary literature</td><td>Christensen, C. M. (2016). The innovators dilemma. Harvard Business Review Press.
Kim, W. C., & Mauborgne, R. (2015). Blue ocean strategy (expanded ed.). Harvard Business Review Press.
Teece, D. J. (2007). Explicating dynamic capabilities. Strategic Management Journal.
Porter, M. E. (1998). Competitive strategy. Free Press.

Additional Sources

OECD. (Various years). Oslo Manual: Guidelines for Collecting, Reporting and Using Data on Innovation.
European Commission. (Various years). European Innovation Scoreboard.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">• Innovation as a source of competitive advantage
• Types of innovation and their impact on firms
• Innovation processes and innovation life cycle
• Managing innovation in dynamic and uncertain environments
• Technology push versus market pull innovation
• Systemic approaches to innovation
• Innovation strategy and long-term firm growth
• Blue Ocean Strategy and market creation
• Business model innovation and the Business Model Canvas
• Innovation and internationalization of firms
• Organizational culture and innovation performance
• Leadership and change management in innovative organizations
• Dynamic capabilities and innovation capabilities
• Technology strategy and technological trajectories
• Innovation ecosystems and cooperation networks
• Digitalization and the future of innovation
• Innovation management in multinational companies
• Measuring innovation and innovation performance
• Innovation under conditions of uncertainty and global competition
• The role of innovation in long-run economic growth</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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