The Federal State Budgetary Educational Institution of Higher Education

“**THE RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL ECONOMY AND PUBLIC ADMINISTRATION”**

The Institute of Business Studies
Department of International Business and Business Administration

VALIDATED BY
IBS Academic Council
Protocol № 5
dtd "26" September 2017 г.

MODULE SYLLABUS

B1.V.DV.20.02 INNOVATION MANAGEMENT

38.03.02 Management

International Management

Bachelor

Full-time

Intake Year – 2018

Moscow, 2017

Author(s):
Dudko V.V. – JSC Sberbank, regional manager.

Dean of the DIBBA IBS
PhD, Professor I.V.Kolesnikova

CONTENT

1. The list of the module's intended learning outcomes, mapped to the learning goals and objectives of the educational program.

2. The module's workload in credit units with the number of academic or astronomic contact hours, distributed among different types of learning experiences, students' independent study workload and the module's place in the program's structure and curriculum.

3. Summary of the module's content by topics (section) with the amount of academic or astronomic hours per topic (section) and types of student learning experiences. The module's structure.

4. Assessment material and tools for current and final module assessment.

5. Learning guidance for the students

6. The lists of essential and further reading, necessary for studying the module, a list of recommended internet sources, teaching materials and guidelines for students' independent study.

7. The necessary equipment and technology used for implementing the educational process for the module, including a list of software and information databases if applicable.

1. **The list of the module's intended learning outcomes, mapped to the learning goals and objectives of the educational program**

1.1. **Module Innovation management ensures the development of the following competences taking into account the stage of development**:

Competence code	Competence name	Stage of competence development code	Name of the competence development stage
PK - 6	Ability to participate in project management, implementation of technological or product innovations or organizational change program.	PK-6.2	Forming an ability to create ideas for innovation and to translate them into project work, aimed at comprehensive evaluation of suggested innovation and the ability to independently organize and manage work with the project participants.
PK - 18	Having skills of business planning, creating and developing new organizations (business activities, products)	PK – 18.2	Designing innovative activities

Upon completion of the module the students should have the following competences

General work functions	Stage of competence development code	Learning outcomes
Finding new solutions in business and ensuring their implementation	PK-6.2 PK-18.2	<u>Competence level</u> - To evaluate potential market and market share for a specific innovative decision; - To determine potential beneficiaries of the innovation; - To assess the novelty and competitiveness of an innovative idea.
		<u>Skills level</u> To work out cash flow models and to present key performance indicators, which allow to make conclusions about benefits resulting from an innovation

2. **The module's workload in credit units with the number of academic or astronomic contact hours, distributed among different types of learning experiences, students' independent study workload and the module's place in the program's structure and curriculum.**

Workload

The program curriculum specifies the following workload for the module "Innovation management":

- Total workload – 2 credit units,
- Contact hours – 28 hours, including 14 lecture hours and 14 seminar hours;
- Independent student work – 44 hours.

The module's place in educational program's structure

The module "Innovation management" is designed for year 4 students, and is delivered in Semester 8. Prerequisite modules:

- Project management
- Business planning

Final module assessment – test.

3. Summary of the module's content by topics (section) with the amount of academic or astronomic hours per topic (section) and types of student learning experiences. The module's structure.

(full time study format)

Item N	Topic/section name	Module workload, hours						Current and final module assessment
		Total	Contact hours and learning experience types				Self study	
			Lectures	**Lab work**	**Seminars**	**Course paper**		
Topic 1	Introduction into innovation management	6	2				4	
Topic 2	Types of innovative behavior of a firm.	6	1		1		4	Quiz
Topic 3	Market characteristics, quantitative evaluation of demand and market share	8	2		2		4	Discussion
Topic 4	Project management as a tool of innovative management	8	2		2		4	
Topic 5	Risk management as a key for innovative management.	14	2		4		8	
Topic 6	Using financial modelling for project management.	16	3		3		10	Quiz
Topic 7	Examples of practical applications of innovative management.	14	2		2		10	
Module final assessment								**Test**
Total:		**72**	**14**		**14**		**44**	

Summary of Module Content

Topic 1. Introduction into innovation management

What is innovation, causes and consequences of innovations.

Examples of successful and failed innovations. Four industrial revolutions.
Innovation management as a key to successful management.

Topic 2. Types of innovative behavior of a firm.

Four types of innovative bejavior, examples.
Key characteristics of each type. Strengths and weaknesses. Life cycle of each type.

Topic 3. Market characteristics, quantitative evaluation of demand and market share.

Determining beneficiaries and consumers of innovations. Evaluation of demand and potential market share of a firm as a result of the innovation..

Topic 4. Project management as a tool of innovative management.

Innovation management as project work. The main characteristics of innovation management. Types of project management: agile, waterfall. Their key features, advantages and disadvantages.

Topic 5. Risk management as a key for innovative management.

The importance of risk management for a successful innovation. The concept of
Enterprise Risk Management. Types of risks that companies encounter and methods of risk management.

Topic 6. Using financial modelling for project management.

Stages of building a financial model of an innovative project. Interpretation of results for making an investment decision.
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Topic 7. Examples of practical applications of innovative management.

4. Assessment materials and tools for current and final module assessment

4.1. Forms and methods of current assessment and final module assessment.

4.1.1. The following methods of current assessment are used in "Innovation management":

Topic	Current assessment methods
Topic 1. Introduction into innovation management.	
Topic 2. Types of innovative behavior of a firm.	Quiz
Topic 3. Market characteristics, quantitative evaluation of demand and market share.	Discussion
Topic 4. Project management as a tool of innovative management.	
Topic 5. Risk management as a key for innovative management.	
Topic 6. Using financial modelling for project management.	Quiz
Topic 7. Examples of practical applications of innovative management	

4.1.2. The test is administered in the form of a presentation of a group research project.

Materials for current module assessment

Questions to Topic 2:

1. What types of innovative behavior of a firm do you know?
2. Describe the main characteristics of each type.
3. Give examples of companies, whose behavior type has evolved with time.

Discussion topics for Topic 3:

1. Estimation of a number of passenger planes of Aeroflot.
2. Estimation of a share of red cars in Moscow.

Questions to Topic 6:

1. What are quantitative indicators of project efficiency for?
2. Describe the methods of calculating the following indicators: NPV, IRR, WACC.
3. What is the difference in the application of these methods?

4.3. Assessment tools for final module assessment

4.3.1. The list of competences with the stages of their development in the process of educational program

Competence code	Competence name	Stage of competence development code	Name of the competence development stage
PK - 6	Ability to participate in project management, implementation of technological or product innovations or organizational change program.	PK-6.2	Forming the ability to ability to create ideas for innovation and to translate them into project work, aimed at comprehensive evaluation of suggested innovation and the ability to independently organize and manage work with the project participants.
PK - 18	Having skills of business planning, creating and developing new organizations (business activities, products).	PK – 18.2	Designing project activity.

4.3.2 Indicators and criteria for assessing competences at different stages of their development

Stage of competence development	Indicator	Criterion
PK-6.2 PK-18.2	1. Ability to structure a group research project (consistent plan and research logic). 2. The content aspect of the project is presented	1. The project is well structured, has a coherent development plan. 2. The project contains: - The characteristics and justification of target beneficiaries of innovation; - Estimation of potential market share

	adequately: beneficiaries, market share, risk management, economic efficiency. 3. Teamwork quality during project preparation.	and competitiveness; - "Risk Map" and the basics of risk management policy; - Estimation of economic efficiency of the innovation, - a sequential plan of action for achieving set indicators. 3. Project participant roles are clearly distributed, results are coordinated and allow to make conclusions about team interaction.

4.3.3 Samples of test assignments and other materials (typical assessment materials) used for assessing knowledge, competences and skills and/or activities the stages of competences development in the process of education program progression.

A sample topic for a group research project:

"Innovative approach to accommodating tourists during major sport events ".

The presentation of results should contain:

1) Estimation of potential demand for the suggested innovation,
2) Identification and description of potential risks of the project,
3) Presentation and analysis of quantitative characteristics of the project efficiency,
4) Future measures necessary for the project implementation.

Converting points into the traditional grading scale:

100 point scale	5 point scale	Pass/fail
85-100 points	Excellent	Pass
70-84 points	Good	Pass
55-69 points	Satisfactory	Pass
Less than 55 points	Unsatisfactory	Fail

4.4. Learning guidelines, explaining the processes used for assessing knowledge, competences and skills and/or activities at different stages of competence development in the process of education program progression

A group of students present the results of conducted research in front of the whole class. The presentation is supported by Power Point slides.

The audience, including the teacher, asks the presenters questions on the topic of presentation.

5. Learning guidelines to the students

The presentation of results of a group research project is presented to the whole group and is supported by Power Point slides.

1. The first stage of working on the project is the selection of an innovative idea, that is aimed at resolving a specific problem.
2. It is followed by an analysis of potential clients and competitors and a quantitative analysis of market volume and market share.

3. The students are expected to calculate and analyze NPV, IRR efficiency indicators as part of building cash flow models.

6. The lists of essential and further reading, necessary for studying the module, a list of recommended internet sources, teaching materials and guidelines for students' independent study.

6.1 Essential reading

1. Innovation management: textbook for bachelor students / L.P. Goncharenko, B.T. Kuznetsov, T.S.Bulyusheva, V.M. Zakharov; edited by L.P. Goncharenko. — 2-nd edition — M. : Urite press, 2016. — 487 p. —— ISBN 978-5-9916-7709-7. Access mode: 655D0325-B7F4-45E4-9592-90F193BDD57D

6.2 Further reading

1. Fatkhutdinov R.A. Innovation Management, St.Petersburg, 2011
2. Pervushin V.A. The practice of managing innovative projects, Moscow, Delo Press, 2010

6.3 Learning guidelines for self-study

Not applicable

6.4 Legal and normative documents

Not applicable

6.5 Internet sources

Not applicable

6.6 Other sources

Not applicable

7. **The necessary equipment and technology used for implementing the educational process for the module, including a list of software and information databases if applicable.**

Classes are delivered in multimedia projector equipped classrooms (224/5, 236/2 etc.)