Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | Management and marketing of innovation |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Faculty of Management |
| Course ID | |  |
| Erasmus code / ISCED | |  |
| Course groups | |  |
| Period when the course is offered | | Summer term |
| Short description | | The course includes selected issues of the management of technological innovation and technology transfer in a firm |
| Type of course: | | Advanced |
| Full description | | Topics:  1.Contemporary models of innovation  2.Technology transfer and its barriers  3.Small firms, technological start-ups and clusters  4.Managing technological innovation  5.Marketing of innovation  Totally 14 hrs |
| Prerequisites | Formal | Fundamentals of management, Basic marketing, Micro-economics |
| Initial |  |
| Learning outcomes | | The student knows how to manage technical innovation and technology transfer and to run marketing of innovation |
| ECTS credit allocation (and other scores) | |  |
| Assessment methods and assessment criteria | | Attendance and activity during classes |
| Examination | | Based on attendance and activity during classes |
| Type of class | | Advanced |
| Sposób realizacji przedmiotu | | Online lectures |
| Language | | English |
| Bibliography | | * A H Jasinski (ed): *Innovation in the Polish economy in transition: Selected economic and managerial issues*, The University of Bialystok Press, Bialystok, 2010 * J Tidd and J Bessant: *Managing innovation: Integrating technological, market and organizational change*, Wiley, Chichester, 2009   \* J Mohr et al: *Marketing of high-technology products and innovations*, Prentice Hall, New Jersey, 2010   * A H Jasinski: *Can we still speak about the innovation process per se?*, ‘Triple Helix Journal’, No 1(30), 2021 |
| Internship as part of the course | | -- |
| Coordinator | | Andrzej Jasinski |
| Group instructor | | Andrzej Jasinski |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructor: | Andrzej Jasinski |
| Title | Management and marketing of innovation |
| Type of class: | lecture |
| Learning outcomes defined for didactic method used during the course | The student knows how to manage technical innovation and technology transfer and to run marketing of innovation |
| Assessment methods and assessment criteria for didactic method used during the course | Attendance and activity during classes |
| Examination for didactic method used during the course | Based on attendance and activity during classes |
| Range of content | 1.Contemporary models of innovation  2.Technology transfer and its barriers  3.Small firms, technological start-ups and clusters  4.Managing technological innovation  5.Marketing of innovation |
| Didactic methods | Online lecture |
| Bibliography | * A H Jasinski (ed): *Innovation in the Polish economy in transition: Selected economic and managerial issues*, The University of Bialystok Press, Bialystok, 2010 * J Tidd and J Bessant: *Managing innovation: Integrating technological, market and organizational change*, Wiley, Chichester, 2009   \* J Mohr et al: *Marketing of high-technology products and innovations*, Prentice Hall, New Jersey, 2010   * A H Jasinski: *Can we still speak about the innovation process per se?*, ‘Triple Helix Journal’, No 1(30), 2021 |
| Group limit |  |
| Time span |  |
| Location |  |