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 innovation2.Technology transfer and its barriers3.Small firms, technological start-ups and clusters4.Managing technological innovation5.Marketing of innovationTotally 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

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| 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 innovation2.Technology transfer and its barriers3.Small firms, technological start-ups and clusters4.Managing technological innovation5.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
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| Group limit  |   |
| Time span |   |
| Location |   |