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| **Title and Code** of the subject:**Innovation management MTMEL7036A** | **ECTS Credit Points:3** |
| **Type** of the subject: **optional** |
| **Ratio of theory and practice: 50/50%** (credit%) |
| **Type and number of classes per semester**: 14 hours lecture and 14 hours practice per **semester** Number of teaching hours / week : 1+1 (lecture and practice) |
| **Type of exam**: exam (written test) |
| **Subject in the curriculum:** semester 3 |
| Preliminary requirements:- |

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| **Summary of content - theory**:  |
| Course objectives: This subject gives a thinking frame and practical methodology of preparation for innovational managerial decision making and implementation. Their knowledge can be used for modernizing products, services, processes, technologies, Competitiveness increasing of forprofit and nonprofit sectors and renewing of elements of organizational systems. 1. What is innovation? (definition, process)
2. Conceptions, models of innovation
3. Strategy of innovation
4. Financing of innovation
5. Management of innovation
6. Management of technology
7. Measurement of innovation
8. Influence of innovation
9. Methodology of innovation
10. European policy of innovation
11. American policy of innovation
12. Asian policy of innovation
13. Creative industry and innovation
14. Envinroment of innovation
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| **Summary of content - practice**: |
| Skills to be learnt: 1. creativity training 1.
2. creativity training 2.
3. creativity training 3.
4. case study 1.
5. case study 2.
6. case study 3.
7. case study 4.
8. case study 5.
9. case study 6.
10. case study 7
11. case study 8
12. case study 9
13. case study 10
14. case study, summerising, valuating
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| **Literature, handbooks in English**  |
| 1. Trott, Paul (2017): Innovation Management and New Product Development. Prentice Hall. Harlow England (6. ed)
2. [Joe Tidd](http://www.worldcat.org/search?q=au%3ATidd%2C+Joe&qt=hot_author); [John Bessant](http://www.worldcat.org/search?q=au%3ABessant%2C+John&qt=hot_author) (2016): Managing innovation : integrating technological, market and organizational change. Chichester, West Sussex : Wiley (5-th ed)
3. S. Maital - D.V.R. Seshadri (2007): Innovation management. Sage Publications Ltd London
4. E.G. Carayannis et al., (2015) *Innovation and Entrepreneurship*, Innovation, Technology, and Knowledge Management, Springer International Publishing Switzerland, DOI 10.1007/978-3-319-11242-8\_2
5. Scott Shane (ed): Handbook of Technology and Innovation Management, A John Wiley and Sons, Ltd.,
6. http://bookboon.com/en/management-and-strategy-ebooks
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| **Competencies gained** *(acc. to the Regulation on training and outcome requirements)* |
| 1. **Knowledge:**
* Graduated student should know, analyze, plan, manage the workflows of organizations, and be able to recognize, analyze and solve emerging problems. They can choose between and develop the most appropriate methods for solving the given managerial- organizational innovative situations.
* Graduated student should know and apply innovation forms, know barriers and rules.
* Engineers know and apply professional innovation and creativity in life.
1. **Skills:**
* Graduated engineers can analyse, plan, organise and manage the process of innovation, and can solve problems by creativity.
* They are able to choose between the most efficient processes and methods for problem solving. They are able to use consciously and plan in high standard.
* They are able to use references effectively and independently.
1. **Attitude:**
* Graduated engineers are able to effectively use innovationial methods, forms, and processes.
1. **Autonomy and responsibility:**
* They will be able to control innovation processes, can manage, organise, and communicate the organization.
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| **Responsible lecturer: : Dr. JUHÁSZ Csilla, associate professor**  |
| **Other lecturer(s): Dr. GÁLYÁSZ József, associate professor** |

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| **Terms of course completion:** |
| 1. Completing assignments / exercises
2. Submitting essay
3. Giving presentation
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| **Form of examination:** |
| Students final grade is added from their activity of middle term work and their written exam grade. The calculation is the following: <60% – 1; 61% – 2; 71% – 3; 81% – 4; 91%– 5. |
| **Requirement(s) to get signature:** |
| Attendance is required in seminars. Students are required to write an essay and give a presentation in the field of management.Participation at **practice** is compulsory. Students must attend the practice classes and may not miss more than three times during the semester. In case a student does so, the subject will not be signed and the student must repeat the course. Attendance at practice classes will be recorded by the practice leader. Being late is counted as an absence. In case of further absences, a medical certificate needs to be presented. Active participation is evaluated by the teacher. If a student’s behavior or conduct doesn’t meet the requirements of active participation, the teacher may evaluate his/her participation as an absence because of the lack of active participation in class. During the semester there are two tests, students have to sit for the tests. |

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| **Exam questions:** |
| 1. What is innovation?
2. Who is who in the field of innovation?
3. Please, list some innovation methodology!
4. Please, introduce the innovation process!
5. Please, introduce some creative technique!
6. What is the role of the managers in the creative process?
7. Please introduce the role of the human resource in innovation!
8. Please introduce the concept of innovation!
9. Introduce the national differences in the innovation process!
10. Please introduce some case study of innovation!
11. Introduce, please some great innovation in the history!
12. Please introduce some great innovation in your field!
13. Introduce the European innovation policy!
14. Introduce the Asian innovation policy!
15. Introduce the American innovation policy!
16. How belongs the creative industry and innovation?
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