*Plan of course description (annotation):*

**Name of the course**

Innovation Management

**Department responsible for the course or equivalent**

Management Department

**Lecturer (name, academic title, e-mail)**

Evgenia Roshchina, PhD. E-mail: ev\_roschina@mail.ru

**Semester when the course unit is delivered**

7 rd

**Teaching hours per week**

3

**Level of course unit**

Bachalor level

**ECTS credits**

2

**Admission requirements**

Students are expected to have completed the following courses: Economics and enterprise management; Foreign language (English); Methods of making managerial decisions, research of management systems; Fundamentals of strategic management of an organization

**Course objectives (aims)**

The objectives of the discipline: to form students with general theoretical ideas about innovation and innovation, to inform the choice and implementation of the innovation strategy, to instill practical skills in selecting and developing projects that contribute to the implementation of the strategy and the achievement of the set goals at the level of international management.

**Course contents**

**1.1 The economic basis of management and strategy in innovation**

The main stages of the development of the theory of innovation. Essence and properties of innovation. Innovation as a product and innovation as a process. Principal distinction between the concepts "innovation" and "innovation" Concepts of the innovation process, innovation activity, diffusion of innovations. Characteristics of subjects of innovation process

The role of the entrepreneur in the innovation process by J. Schumpeter. Entrepreneurs-innovators and entrepreneurs-conservatives. Classification of innovations. Types of innovation, depending on the depth of the changes introduced, technological parameters, novelty type for the market, continuity, coverage, time to market Epochal and basic innovations. The concept of technological structures and its role in the theory of innovation. Models of the innovation process in the company. Linear and interactive models of innovation

Innovative strategies for intensive growth in innovation management. Innovative diversification strategies in innovation management. Innovative integration strategies in innovation management. Innovative reduction strategies in innovation management.

**1.2 Financial support of innovation activities**

Financing of innovation activities. Available sources of financing for innovative companies at different stages of the life cycle. Types of value of an innovative company. Approaches to the formation of the authorized capital of an innovative enterprise. The concept of liquidation privilege.

Venture investment. Features of business angel investment. Features of investment by venture funds. Strategies for getting out of venture investments. Business models of innovation management. Evaluation of the effectiveness of innovation projects. The essence of the commercial effectiveness of the project and the methodology for its evaluation. Methods for calculating the expected return on innovation

**2.1 Innovative development economics**

Conditions and factors of innovation. Formation of innovative potential and its structure. The concept, structure and principles of national innovation systems

Business planning in innovation. Functions and basic principles of drafting a business plan. Classification of innovation-active companies. Management of intellectual property. Bringing innovative products to market Features of markets for innovative products / services. The life cycle of technology adoption. The main groups of consumers in the market of innovative products / services The behavior of the main consumer groups in the market of innovative products / services. Factors of competition in the market of innovative products / services

**2.2 Technologies of Innovative Development Economics Management**

Interrelations of the state, science and business in the modern innovation process

Formation of innovative infrastructure. The concept of a technopark, a business incubator, an innovation and technology center, a technopolis, their main functions. Fundamentals of the state innovation policy: tasks and tools.

**Learning outcomes**

*Knowledge:* economic interests, motives and criteria for innovation; basic concepts and methodology for managing the economy and financing of innovation activities, aimed at increasing the capitalization of the organization; methodology of managing own funds, internal and external sources of financing of the organization. theoretical bases of management of innovative macroeconomic processes; basic methods, techniques and techniques for analyzing and modeling the dynamics of the innovative development economy.

*Skills:* identify possible sources of innovative financing; analyze the innovative climate of the company, the investment potential of the organization and the direction of its use in innovation; to predict the economic and financial consequences of the development and implementation of innovative projects; conduct economic monitoring of innovation implementation; apply methods of analysis and modeling of innovation processes; choose the means of economic and mathematical analysis that are most effective for constructing specific models of innovation-oriented economic processes; correctly understand and interpret the results of analysis and modeling of innovative processes; use a methodological tool for assessing financial capacity, including methods for assessing financial flexibility and sensitivity analysis; methods of financial evaluation of innovative projects, including the calculation of indicators of overall and commercial efficiency, taking into account the risk and inflation; skills in the choice of forms and options for investment in innovation; the skills of collecting primary information and storing data for analysis and modeling of innovative processes; skills of independent construction of models of innovation-oriented economic processes using modern professional computer programs; skills of independent acquisition of knowledge and advanced training in the sphere of analysis and modeling of innovation-oriented processes.

**Planned learning activities and teaching methods**

− Students’ self-guided reading of the educational material, course books and reference materials with follow-up free discussion based on the material studied;

− Implementation of supporting (illustrating) data, involving the use of multimedia presentation equipment containing basic terms, graphs and tables;

− Analysis of Case-Study for the students to understand the nature and significance of applied tasks under consideration;

− Testing;

− Essay writing;

− Fulfillment of individual tasks on the topics and examples provided.

**Assessment methods and criteria**

1. When fulfilling written tasks (essays, individual tasks).

When writing a task:

1. A student was self-reliant in the task, showed completeness, preparedness of the proposed solutions.

2. Showed the level of creativity, originality in the disclosure of topics, approaches, and proposed solutions.

3. Demonstrated reasonableness of the proposed solutions, approaches, conclusions, complete bibliography, and citation.

4. Competently designed the task: there is a compliance with the standard requirements, high quality of sketches, diagrams, and drawings.

When defending a work:

− Prepared high-quality report on the following criteria: composition, full disclosure of the work, approaches, results; reasonableness, conclusiveness.

− Showed the scope and depth of knowledge on the topic (or subject), wide knowledge, interdisciplinary relationships.

− Demonstrated pedagogical orientation: culture of speech, use of visual aids.

− Gave substantive answers to the lecturer's questions: completeness, reasonableness, conclusiveness, intention to use the answers to successfully cover the topic and strengths of the work.

− Revealed his or her business and volitional qualities: pursuance of achieving high results, readiness for discussion, kindness, and sociability.

2. When writing. −

A “passed” grade is given to a student, if he or she gives more than a half of points of maximum amount of points.

− A “fail” grade is given to a student, if he or she gives a half or less of points of maximum amount of points.

**Course literature (recommended or required)**

*Main literature.*

1. Bazilevich AI Innovative management: a textbook /, L.V. Bobkov, L.K. Vyugina and others; Ed. V.Ya. Gorfinkel, TG Popadyuk. - Moscow: Prospekt, 2015. - 424 p. http://biblioclub.ru/index.php?page=book&id=252300

2. Morozov, Yury Pavlovich. Innovative management: Proc. manual for universities - M .: Unity-Dana, 2000. - 446 p.

*Recommended literature.*

1. Afonin, Igor Viktorovich. Innovation

Management and economic evaluation of real investments [Text]: training on specialty "Management of organization" / IV Afonin - Moscow: Gardariki, 2006. - 301 p.

2. Innovative management - Moscow: Unity-Dana, 2015. - 392 p. http://biblioclub.ru/index.php?page=book&id=119436

3. Maslov VI Innovative management in the

XXI century / V.I. Maslov - Moscow: Direct-Media, 2012. - 101 p. http://biblioclub.ru/index.php?page=book&id=103838

*Periodicals*

1. Problems of management theory and practice

2. Issues of economics

3. Bulletin of the Moscow State University (series "Economics")

*The list of Internet resources necessary for mastering the discipline*

• www.cfin.ru

• www.ecsocman.edu.ru

• www.innovbusiness.ru

• www.unova.ru

• www.kommersant.ru/sf (the magazine "The Secret of the Firm")

• www.mag.innov.ru (the journal "Innovations")

• www.panor.ru/journals/innov (the journal "Innovation Management")