

INNOVATIVE MANAGEMENT

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE		
	full-time	Part-time	Part-time (shortened program)
Year	4	5	2
Semester	8	10	4
Lectures, hours	32	10	8
Practical classes(seminars), hours	24	6	6
Pass/fail, semester	8	10	4
Contact hours	56	16	14
Independent study, hours	52	92	94
Total course duration in hours / credit units	108/3		

1. Brief content of the academic discipline: students gaining theoretical knowledge and practical skills in managing the innovation process

2. Learning outcomes: the learner must

know: theoretical foundations of innovation management (essence and content of innovation management; functions and methods of innovation management; structure of the innovation process); the role of innovation in the socio-economic development of society; the essence of innovation policy (types of innovation strategies) and the content of the mechanism for implementing innovation policy; organizational forms of innovative activity; methods and tools of innovation management

be able to: manage the innovation process, using in practice the principles and methods of managing the innovation process; to analyze and control the implementation of the innovation process; to diagnose the innovative potential and innovative climate of the organization; assess the innovative position of the organization; predict the type of innovative behavior of the organization; organize the implementation of an innovative project; - evaluate the effectiveness of innovation activity.

possess: - skills in managing the innovation process, skills in analyzing the implementation of the innovation process, methods for diagnosing the innovative potential of an organization, methods for assessing the innovative position of an organization, methods for calculating the effectiveness of innovative activity.

3. Competences being formed: be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), be able to work in a team (SPC-6)

4. Requirements and forms of current and intermediate certification

The module-rating system is used. Intermediate certification: assessment of work in practical classes, tests. Current certification: fail exam.