

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Menedžment inovacij
Course title: Innovation Management

| Študijski program in stopnja Study programme and level | Študijska smer Study field | Letnik Academic year | Semester Semester |
|---|-------------------------------|-------------------------|----------------------|
| Strateško komuniciranje in menedžment, tretja stopnja | Menedžment | Prvi | Drugi |
| Strategic Communication and Management, 3rd level | Management | First | Second |

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

MI / IM

| Predavanja Lectures | Seminar Seminar | Vaje Tutorial | Klinične vaje work | Druge oblike študija | Samost. delo Individ. work | ECTS |
|------------------------|--------------------|------------------|-----------------------|----------------------|----------------------------------|------|
| 10 | 30 | 0 | 0 | 0 | 410 | 15 |

Nosilec predmeta / Lecturer:

Doc. dr. Tamara Besednjak Valič / Assist. prof. dr. Tamara Besednjak Valič, Ph.D
 (nosilka je v vlogi koordinatorke, ker pri izvajanju predmeta sodeluje več visokošolskih učiteljev) / (the lecturer plays the role of coordinator since several lecturers participate in the course)

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenski, angleški (tudi za seminar) /
Slovenian, English (also for the seminars)

Vaje / Tutorials: /

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Vpis v 1. letnik doktorskega študija.

Prerequisites:

Enrolment in the first year of doctoral study.

Vsebina:

1. UVOD:
 - Namen in vsebina predmeta, pregled syllabus-a;
 - načini ocenjevanja;
 - študijska literatura.
2. TEMELJNI KONCEPTI:
 - Tipi inovacij;
 - modeli inovacij;
 - inovacijski procesi.
3. RAZVOJ TEHNOLOGIJE; TRGOV IN INDUSTRIJE:
 - Tehnološka in industrijska evolucija;
 - sprejeti inovacije;
 - difuzija inovacije;
 - vstop novih produktov na trg, tržna rast;
 - odziv konkurence.
4. INOVACIJSKI SISTEMI IN PODJETNIŠTVO:
 - Inovacijski sistem in vloga države;
 - poslovno okolje za inovacije;
 - podjetništvo in inovacije;
 - znanost in tehnološke politike;
 - prenos tehnologij;
 - podjetniške politike.
5. DIFUZIJA TEHNOLOGIJ IN INOVACIJ:
 - Od inovacije do uporabnega produkta;
 - inovativni novi produkti in potrošniški vzorci (crowdsourcing, uporabniki kot inovatorji v virtualnem svetu);
 - teorije difuzije inovacij (Beacon products, Seasonality in innovation diffusion; The Bass Diffusion Model in drugi).
6. INOVACIJE ZNOTRAJ PODJETJA:
 - Organizacije in inovacije, dilema upravljanja inovacij, inovacije in nizkotehnološki sektorji;
 - raznolikost industrijskih podjetij – klasifikacija;
 - organizacijske strukture in inovacije;
 - vloga posameznika znotraj inovacijskih procesov;

Content (Syllabus outline):

1. INTRODUCTION:
 - Purpose and content of the course syllabus;
 - Methods of assessment;
 - Main readings.
2. MAIN CONCEPTS:
 - Innovation types;
 - Models of innovation;
 - Innovation processes.
3. TECHNOLOGY, MARKET AND INDUSTRIAL DEVELOPMENT:
 - Technological and industrial evolution;
 - Embracing the innovation;
 - Diffusion of innovation;
 - New product market placement, market growth;
 - Responses of the competition.
4. INNOVATION SYSTEMS AND ENTREPRENEURSHIP:
 - Innovation system and the role of the state;
 - Business environment for innovation;
 - Entrepreneurship and innovation;
 - Science and technology policy;
 - Technology transfer;
 - Entrepreneurial policy.
5. DIFFUSION OF TECHNOLOGIES AND INNOVATION:
 - From innovation to final product;
 - Innovative new products and entrepreneurial patterns (crowd sourcing, users as innovators in virtual world);
 - Theories of innovation diffusion (Beacon products, Seasonality and innovation diffusion; The Bass Diffusion Model and others).
6. INTERORGANISATIONAL INNOVATION:
 - Organisations and innovation, managing innovation, innovation in low-tech sectors;

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| <ul style="list-style-type: none"> • IKT sistemi in njihov vpliv na inovacije; • upravljalni sistemi za inovacije. <p>7. ODPRTE INOVACIJE IN PRENOS TEHNOLOGIJ:</p> <ul style="list-style-type: none"> • Intelektualna lastnina; • uvod v patente; • uporaba patentov pri upravljanju inovacij; • modeli prenosa tehnologij. <p>8. UPRAVLJANJE RAZVOJA NOVEGA PRODUKTA:</p> <ul style="list-style-type: none"> • Novi produkt kot projekt; • ključne upravljalne aktivnosti; • prototipiranje in HPC simulacije; • testiranje na trgu in med potrošniki. | <ul style="list-style-type: none"> • Diversity of industry organisations – classification; • Organisational structures and innovation; • Role of individual within innovation processes; • ICT systems and its impact on innovation; • Innovation management tools. <p>7. OPEN INNOVATION AND TECHNOLOGY TRANSFER:</p> <ul style="list-style-type: none"> • Intellectual property; • Introduction to patents; • Using patents in innovation management; • Models of technology transfer. <p>8. MANAGING NEW PRODUCT DEVELOPMENT:</p> <ul style="list-style-type: none"> • New product as a project; • Key managing activities; • Prototyping and HPC simulations; • Consumer market testing. |
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Temeljna literatura in viri / Foundational literature and sources:

- McMurray, A., Muenjohn, N., Weerakoon, C. (2021): *The Palgrave Handbook of Workplace Innovation*. Palgrave Macmillan. (spletna monografija/online book)
- Migdadi, M. M. (2019): Organizational learning capability, innovation and organizational performance. *European Journal of Innovation Management*.
- Mian, S.A., Klofsten, M., Lamine, W. (2021): *Handbook of research on business and technology incubation and acceleration*. Edward Elgar. (spletna monografija/online book)
- Godin, B., Gaglio, G., Vinck, D. (2021): *Handbook on Alternative Theories of Innovation*. Edward Elgar. (spletna monografija/online book)
- Trott, P. (2017): *Innovation management and new product development*. 6th edition. Pearson. (spletna monografija/online book)
- Modic, D., Damij, N. (2018): *Towards intellectual property rights management: back office and front office perspectives*. Palgrave Macmillan.
- Dodatni najnovejši viri po izbiri predavateljev / Additional most recent sources selected by the lecturers.

Cilji in kompetence:

Objectives and competences:

Pridobitev poglobljenega znanja, ki omogoča:

- uveljavljanje doma in v mednarodnem prostoru, v povezavi z lastnim znanstvenim in strokovnim delom.

Pridobitev spretnosti, potrebnih za:

- kritično refleksijo s poglobljenim in abstraktnim razmišljanjem;
- sintezo novih in kompleksnih idej.

Pridobitev splošnih kompetenc:

- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
- ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
- sposobnost za reševanje konkretnih raziskovalnih problemov na področju strateškega komuniciranja oziroma menedžmenta;
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja oziroma menedžmenta;
- sposobnost kompleksnega sistemskega pogleda na družbo in interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne strukture družbenih ved ter povezanosti med njenimi posameznimi disciplinami in poddisciplinami.

Pridobitev predmetno specifičnih kompetenc:

- razumevanje vloge in funkcij komunikacije in menedžmenta za ohranjanje in razvoj medsebojnih odnosov;
- sposobnost oblikovanja in implementacije izvirnih znanstvenih rešitev komunikacijskih in menedžerskih problemov;
- sposobnost razumevanja, analize in razčlemb vplivajske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije;
- sposobnost za reševanje konkretnih raziskovalnih problemov na področjih, ki se dotikajo vprašanj inovativnosti,

Acquisition of in-depth knowledge that enables:

- achieving results at home and in the international space, related to one's own scientific and expert work.

Acquisition of skills, necessary for:

- critical reflection with in-depth and abstract thinking;
- synthesis of new and complex ideas.

Acquisition of general competences:

- ability to identify a given research problem, its analysis and possible solutions;
- creation of new knowledge, which represents a relevant contribution to the development of science;
- ability to solve concrete research problems in the field of strategic communication or management;
- development of skills and abilities in the application of knowledge in the research field of strategic communication or management;
- ability of a complex systemic view of society and an interdisciplinary approach, which manifests itself as an understanding of the general structure of the social sciences and the connections between their individual disciplines and subdisciplines.

Acquisition of course-specific competences:

- understanding the role and functions of communication and management for maintaining and developing interpersonal relationships;
- ability to design and implement original scientific solutions to communication and managerial problems;
- ability to understand, analyse and dissect the influential and persuasive dimensions carried out by institutions and individuals in the context of everyday communication;
- ability to solve concrete research problems in different fields addressing questions of innovativeness, cooperation, knowledge

sodelovanja, prenosa znanja, prenosa tehnologij in medinstitucionalnega zaupanja;

- sposobnost razumevanja in reflektirana raba uveljavljenih metodoloških pristopov za upravljanje sodobnih in inovativnih poslovnih sistemov;
- sposobnost refleksije in argumentirana kreacija predlogov inovacijskih politik z namenom doseganja višjih stopenj prenosa tehnologij.

transfer, technologies transfer and interinstitutional trust;

- ability to understand and reflexive application of recognised methodological approaches for managing contemporary innovative business systems;
- ability to reflect and argued creation of draft innovation policy recommendations with the purpose to enhance technology transfer processes.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/ka:

- pozna in razume pomen in večplastnosti inovacij in upravljanja inovacij, zna samostojno in kritično oceniti sistem upravljanja inovacij v organizaciji;
- razume in kritično vrednoti vlogo in pomen podjetništva znotraj inovacijskega sistema;
- samostojno in reflektirano uporablja sodobne pristope, modele in orodja za izboljševanje procesov difuzije inovacij in odprtih inovacij;
- zmore argumentirano sodelovati pri diskusijah s področja trenutnih aktualnih dogajanj na področju inovacijskih politik in upravljanja z inovacijami;
- je sposoben reflektirano oceniti in koordinirati kompleksnosti strokovnih in družbenih nalog zaposlenih pri obvladovanju inovacij v podjetjih;
- reflektirano umešča področje menedžmenta inovacij v širši družbeni, kulturni in vrednotni kontekst.
- je zmožen/a integrirati znanje z obravnavanega področja za potrebe

Intended learning outcomes:

Knowledge and understanding:

Student:

- is able to know and understand the importance and complexity of innovation and innovation management, independently and critically evaluates system of managing innovation in organisation;
- knows and critically evaluates the role and importance of entrepreneurship within the innovation system;
- knows and reflectively uses contemporary approaches, models and tools for improving the process of diffusion of innovation and innovation management;
- understands and is able to actively contribute to contemporary and current developments in the field of innovation policy and open innovation;
- is able to reflect, plan and coordinate the complexity of professional and social duties of employees in managing innovation in companies;
- understands and properly places innovation management in the broader social, cultural and value contexts.
- is able to integrate knowledge from the respected field in order to manage social and organisational complexity.

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| obvladovanja družbene in organizacijske kompleksnosti. | |
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Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo doktorandov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- *seminarsko delo* (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, dodatna razlaga);
- *uporaba spletne učilnice* oziroma drugih sodobnih IKT orodij;
- *individualno delo študentov* (samostojen študij literature, priprava razširjene raziskovalne naloge).

Learning and teaching methods:

- *lectures* with active participation of doctoral students (explanations, discussion, cases, problem-solving);
- *seminar work* (reflecting experience, project work, team work, methods of critical thinking, discussions, reporting feedback information, additional explanations);
- *use of online classroom* or other contemporary ICT tools;
- *individual students' research work* (independent study of literature, preparing the extended research paper).

| Načini ocenjevanja: | Delež (v %) / Weight (in %) | Assessment: |
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| <p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <p>Razširjena raziskovalna naloga (cca. 5000 besed), ki se lahko poteguje za objavo v mednarodni recenzirani reviji/ monografiji ali za prezentacijo na mednarodni znanstveni konferenci/ delavnici.</p> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p> | 100 % | <p>Type (examination, oral, coursework, project):</p> <p>Extended research paper (cca. 5000 words) able to compete for publication in an international peer reviewed journal/monograph or for the presentation at the international scientific conference/workshop.</p> <p>The grading scale is harmonized with the Rules for verification and evaluation of knowledge.</p> |

Reference nosilca / Lecturer's references:

- MODIC, Dolores, HAFNER, Ana, BESEDNJAK VALIČ, Tamara. Every woman is a vessel: An exploratory study on gender and academic entrepreneurship in a nascent technology transfer system. V AZAGRA-CARO, Joaquin (ur.), D'ESTE, Pablo (ur.), BARBERA-TOMAS, David (ur.) *University-Industry Knowledge Interactions – People, Tensions and Impact*. Springer International Publishing, (forthcoming).
- BESEDNJAK VALIČ, Tamara. Open innovation and its impacts to interorganizational stability: a social fields perspective addressing the sustainable growth in regional context. In RONČEVIĆ,

Borut (ur.), CEPOL, Victor (ur.) *Technologies and innovations in regional development: European Union and its Strategies*. Peter Lang (2021/2022), doi: 10.3726/b17733.

- BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Fighting the big bad wolf of global trends: technology transfer between HPC centres and SMEs. *Digital policy, regulation and governance*. 2021, vol., iss., 15 str., ilustr. ISSN 2398-5038, doi:10.1108/DPRG-11-2020-0162.
- KOLAR, Janez, BESEDNJAK VALIČ, Tamara (2021). *Social Aspects of technology diffusion. Danube Region HPC Case*. Vega Press, London ISBN: 978-1-909736-28-3.
- BESEDNJAK VALIČ, Tamara (2021). *Among the flows and waves: analysing innovation ecosystems of Danubian cultural and creative industries*. Vega Press, London, ISBN: 978-1-909736-29-0.
- BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Three scenarios of innovation and technology transfer: the case of key enabling technologies in the Danube Region. *Journal of engineering and applied sciences*. 2020, vol. 15, iss. 21, str. 3619-3623.
- RONČEVIĆ, Borut, BESEDNJAK VALIČ, Tamara. How to think about regional development agencies as a sociologist. *The social sciences*. [Online ed.]. 2019, vol. 14, iss. 9, str. 326-334, ilustr. ISSN 1993-6125.
- BESEDNJAK VALIČ, Tamara. Innovation, Digitalisation, and the HPC in the Danube Region. V: RONČEVIĆ, Borut (ur.), COSCODARU, Raluca (ur.), FRIC, Urška (ur.). *Go with the flow: high performance computing and innovations in the Danube region*. London; Budapest; Ljubljana: Vega Press, cop. 2019. Str. 22-46, ilustr. ISBN 978-1-909736-11-5.
- RONČEVIĆ, Borut, ŠUŠTERŠIČ, Janez, WOSTNER, Peter, BESEDNJAK VALIČ, Tamara. Quo vadis Slovenia? Between framework conditions and internal capabilities. *Managing global transitions: international research journal*. Winter 2010, vol. 8, no. 4, str. 353-380, ilustr., tabele. ISSN 1581-6311.