



COURSE SYLLABUS

«Management of innovation and investment activities» (Management of innovative activities)

Degree of higher education - Bachelor
Specialty: 073 "Management"
Educational-professional program "Management"
Year of study 3, semester 5
Form of education: full-time, part-time
Number of ECTS credits: 3
The language of teaching: English

Course lecturer

Vitalii Vakulenko, PhD in Economics, Associate Professor of the Department of Management named after Prof. J. S. Zavadskyi

Lecturer contact information (e-mail)

e-mail: vakulenko@nubip.edu.ua

Course page in eLearn

<https://elearn.nubip.edu.ua/enrol/index.php?id=3816>

COURSE DESCRIPTION

The purpose of educational discipline is the formation of future managers knowledge and skills in the organization, planning and management of innovation and investment processes at all stages of the life cycle of new products, justification of the choice of the most effective models and methods of organization production of innovative products, strategic process management creation and distribution of innovations; formation of modern managerial thinking about development and implementation by subjects management of any innovations in order to increase their competitiveness and adaptability; mastering theoretical knowledge on organization issues and management of innovation and investment activities, as well as tools, a method of developing innovative development strategies and acquiring practical ones skills and abilities regarding methods of evaluating innovative projects and identifying sources their financing.

Competence acquisition:

Integral competence (IC): The ability to analyze factors that stimulate enterprises to search for innovative ideas; detect factors affecting the success of innovations and factors of failure of new ones goods on the market; to use the tools for planning innovative investment activities; determine the factors affecting the choice of an innovative investment strategy; justify the risks associated with the formation and implementation of the enterprise's innovation and investment strategy; apply criteria for forming an effective innovation and investment strategy; carry out assessment of innovative investment activity; calculate the main indicators efficiency of innovations and investments; explain organizational forms of integration science and production; determine the motives for creating scientific and technical alliances.

General competences (GC):

GC 5. Knowledge and understanding of the subject area and professional understanding activity.

GC 12. The ability to generate new ideas (creativity).

Special (professional) competences (SC):

SC 3. The ability to determine the prospects for the organization's development.

SC 5. Ability to manage the organization and its divisions through implementation management functions.

SC 6. The ability to act socially responsibly and consciously.

SC 7. Ability to choose and use modern tools of management.

Program learning outcomes (PLO):

PLO 8. Apply management methods to ensure the efficiency of organization activities.

PLO 11. Demonstrate the skills of situation analysis and communication in various areas of organization activity.

PLO 23. Demonstrate the ability to develop and implement projects, determine sources of funding and organize project management.

PLO 33. Demonstrate the ability to find sources of funding entrepreneurial activity and the ability to implement entrepreneurial ideas.

COURSE STRUCTURE

Topic	Hours (lectures / practical, seminar)	Learning outcomes	Tasks	Evaluation
5 semester				
Content module 1				
Topic 1. Innovations in the market economy	2/3	Know the basic concepts and categories of innovation management. Understand the innovation process model. To understand the peculiarities of fundamental scientific activity, applied scientific and research developments, design and construction and scientific and technical works, production innovation activity. Understand the main goals of innovative strategic planning, the stages of developing an innovative strategy. Determine the content of the concepts "technopark", "technopolis", "innovation incubator", features of information support of innovation processes. Understand the peculiarities of management in scientific organizations and small innovative enterprises.	Preparation of reports, abstracts, presentations for the seminar. Execution of a practical task, independent work in Elearn.	15
Topic 2. Innovative activity as an object of management	2/4			15
Topic 3. Innovative strategy selection	2/4			20
Topic 4. Organizational forms of innovative activity	2/4			20
Module test 1				30
Total for the module 1				100
Content module 2				
Topic 5. Management of innovative development of organization	2/4	To understand the innovation strategy, the features of its development, implementation and implementation. Carry out planning of innovative activities. Understand the essence of technology transfer and its types. Orientation in the life cycle of an innovative project, its financing. Understand the peculiarities of calculating the economic efficiency of innovations. Analyze the main indicators of the	Preparation of reports, abstracts, presentations for the seminar. Execution of a practical task, independent work in Elearn.	20
Topic 6. Technology transfer	1/3			10
Topic 7. Evaluation of innovation effectiveness	2/4			20

Topic 8. Legislative regulation of innovative activity	2/4	efficiency of innovative activity. Understand the principles and approaches of state support for innovation and investment activities in Ukraine and other developed countries of the world.	20
Module test 2			30
Total for the module 2			100
Total for educational work	$0,7 \cdot (R_{3M1} + R_{3M2})$ $R_{HP} = \frac{\dots}{2}$		70
Final control (credit)			30
Total for the course	$R_{DIS} = R_{HP} + R_{AT}$		100

EVALUATION POLICY

Deadline and recompilation policy:	Works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Relocation of modules is with the permission of the teachers who provide the course, if there are good reasons (for example, hospital).
Academic integrity policy:	Copying (copying the text) during written tests and exams is prohibited. The use of mobile devices is allowed only with the permission of the teacher during online testing and preparation of practical tasks. Independent works in the form of abstracts, reports, presentations must have correct text links to the used information sources.
Visiting policy:	Attendance is mandatory. For objective reasons (for example, illness, international internship) training can take place individually at a distance (online form in consultation with the dean of the faculty and the lecturer of the course).

STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	National assessment for the results of exams
90-100	excellent
74-89	good
60-73	satisfactorily
0-59	fail

RECOMMENDED SOURCES OF INFORMATION

1. Балановська Т.І., Троян А.В. Управління бізнесом: навчальний посібник. Київ: НУБіП України, 2019. 401 с. URL: <http://dglib.nubip.edu.ua:8080/handle/123456789/6194>
2. Бірюков О. В. Управління інноваціями в управлінні проектами: метрика 16 стандартів. *Управління проектами та розвиток виробництва*. 2012. № 4. С. 52-59
3. Бодрова Н.Е. Управління інноваціями: навчальний посібник. Харків: ХАІ, 2010. 360 с.
4. Бондар О. В., Глебова А. О. Інноваційний менеджмент: навчальний посібник для студентів ВНЗ. Київ: Освіта України, 2013. 479 с.
5. Василенко В.О., Ткаченко Т.І. Стратегічне управління підприємством: навчальний посібник. Київ: Центр навчальної літератури, 2004. 400 с.

6. Гончар О. І. Формування комплексу елементів інноваційного забезпечення механізму управління потенціалом підприємства. *Актуальні питання комплексного оцінювання інноваційної діяльності промислових підприємств*: монографія / О. О. Орлов, О. І. Гончар, С. В. Ковальчук, Є. Г. Рясних. Хмельницький: ХНУ, 2017. 552 с.
7. Гусаріна Н. В. Концепція економічного розвитку та інноваційної активності підприємств в умовах динамічних змін зовнішнього середовища: монографія. Херсон: ПП Вишемірський В. С., 2017. 178 с.
8. Завадський Й. С. Менеджмент. Київ, 2000. Т. 1. 543 с.
9. Інноваційний менеджмент / А. В. Череп та ін. Київ: Кондор, 2018. 442 с.
10. Інноваційний менеджмент: теорія та практика / О. А. Гавриш та ін. Київ: НТУУ «КПІ» : Політехніка, 2016. 388 с.
11. Микитюк П.П., Сенів Б.Г. Інноваційна діяльність: навчальний посібник. Київ : Центр учбової літератури, 2009. 392 с.
12. Микитюк П. П. Управління інноваціями: навчальний посібник. Тернопіль: ТНЕУ, 2013. 391 с.
13. Федулова Л. І. Управління інноваціями: підручник. Київ: КНТЕУ, 2016. 547 с.
14. Чухрай Н. І., Лісовська Л. С. Управління інноваціями: навчальний посібник. Львів: Видавництво Львівська політехніки, 2015. 277 с.