



**Field of study:**

## **Management**

**Subject: Strategic Innovation Management**

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Strategic Innovation Management

## **Form of classes and the ECTS points**

	Number of hours	ECTS points	Credit
lectures	30		exam
consultations	35		without mark
own work	35		
Total	100	4	

## **Aims of teaching**

To develop understanding of strategic issues related to managing innovations. Students will learn how to take a bird's eye view on innovations, new product development and trace mega-trends.

## Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Students will learn how to take a bird's eye view on innovations, new product development case studies and follow mega-trends related to innovations. They will also learn about common myths and pitfalls related to managing innovations.	Zarz_WG03_Lic Zarz_WG04_Lic Zarz_WG06_Lic Zarz_WG07_Lic Zarz_WG12_Lic Zarz_WG13_Lic Zarz_WK01_Lic Zarz_WK02_Lic Zarz_WK03_Lic
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Follow trends, deiscover long-term patters, generalise local and current prespectives. They will	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW03_Lic Zarz_UW04_Lic Zarz_UW06_Lic Zarz_UW07_Lic Zarz_UW09_Lic Zarz_UW11_Lic Zarz_UK01_Lic Zarz_UK03_Lic Zarz_UO01_Lic Zarz_UU01_Lic
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	The students will learn how to combine the technological and social view of the innovation process	Zarz_KK01_Lic Zarz_KK02_Lic Zarz_KK03_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KR02_Lic

## Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Students will learn about the latest global trends and their implications for strategic innovation management. They will study the development of new technologies in the distant and recent past and discover patterns. Additionally, they will learn about selected tools and methods of managing innovations.	lectures	30 / 30

## Conditions of completion

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### LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

## Teaching methods

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- discussion in the class
- case studies
- lectures
- exercises
- workshops

## Reading (compulsory)

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- Christiansen. Disruptive Innovation: The Christensen Collection (The Innovator's Dilemma, The Innovator's Solution, The Innovator's DNA, and Harvard Business Review ... Will You Measure Your Life?") (4 Items) 2011

## Reading (additional)

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- Lack of literature

## Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
<b>KNOWLEDGE</b>			
P_W1	Zarz_WG03_Lic Zarz_WG04_Lic Zarz_WG06_Lic Zarz_WG07_Lic Zarz_WG12_Lic Zarz_WG13_Lic Zarz_WK01_Lic Zarz_WK02_Lic Zarz_WK03_Lic	1	
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
<b>SKILLS</b>			
P_U1	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW03_Lic Zarz_UW04_Lic Zarz_UW06_Lic Zarz_UW07_Lic Zarz_UW09_Lic Zarz_UW11_Lic Zarz_UK01_Lic Zarz_UK03_Lic Zarz_UO01_Lic Zarz_UU01_Lic	1	Ability to work in the team and hold discussion
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
<b>SOCIAL COMPETENCES</b>			
P_K1	Zarz_KK01_Lic Zarz_KK02_Lic Zarz_KK03_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KR02_Lic	1	Ability to work in the team and hold discussion