



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	0		exam
Total	0	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

LECTURES

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

Teaching methods

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

Reading (compulsory)

- 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)

- 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
KNOWLEDGE			
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
SKILLS			
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
SOCIAL COMPETENCES			
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