

Study program: Finance, accounting and banking,			
Course name: Innovation management			
Professor: prof. Tatjana M. Djekic, PhD			
Subject status: elective			
ECTS: 5			
Requirements: no requirements			
Aim of the course			
<p>The aim of the course is to familiarize students with basic concepts and scientific discipline of innovation management which deals with new products or services, processes and market appearance, in order to have particular novelties which will enhance business operations and market position of a business entity. Another important aim is to have students understand the essence of innovation management through a method of creating and managing innovations.</p>			
Course outcomes			
<p>After successfully completing both theoretical and practical part of the course, students will be familiar with models and phases of the process of introducing innovations, different techniques for stimulating creativity, as well as other factors which contribute to innovations. Students will be able to perform an independent research, develop professionally and adequately position their company in relation to others in terms of technical-technological development. Students will understand and apply the concept of partnership in work, as well as the importance of human resources when creating innovations. Moreover, they will be able to apply different types of innovation strategies.</p>			
Content of the course			
<i>Theoretical lectures</i>			
<p>Concept and importance of innovations; Models of innovation. Phases of innovation; Technological development and innovation; Creative industries and work partnership; The role of human resources in the development of innovations; Importance and endorsement of teamwork; Types of innovation strategies. Improving innovation performance.</p>			
<i>Practical course work</i>			
<p>Defining innovations; Techniques to foster innovations in an organization; Creative manager and innovations; Examples of greatest innovations; Innovations of products, services and processes; The role of intellectual capital in innovations; Types and composition of teams; Actions aimed at improving innovation performance; Real-life examples.</p>			
Literature			
<ul style="list-style-type: none"> • Јанчетовић, М., Ерић, И. <i>Менаџмент иновација</i>, Београдска пословна школа, Београд, 2012. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 30
Teaching methods			
<p>Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.</p>			
Evaluation (maximum points 100)			
Pre-exam activities		Points	Final exam
Active participation in lecture classes		5	Written exam
Active participation in practical course work		5	Oral exam
Colloquium 1		30
Colloquium 2		/	
Term paper(s)		15	