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| <b>Course title: Innovation and Knowledge Management</b>  |             |                   |
| <b>Lecturer: Vilmoš Tot</b>   |             |                   |
| <b>Course status: Elective, Third Semester</b>  |             |                   |
| <b>ECTS:12</b>  |             |                   |
| <b>Requirements:</b>  |             |                   |
| <b>Course aim:</b><br>Training the students for identification of the gaps in knowledge and innovation, introducing the students to the process of generating, transferring, applying and obtaining the necessary competences for knowledge management and innovation management with the aim of creating a competitive advantage. The goal is to encourage analytical and research interests in the area of knowledge management and innovation management and to train the students to analyze and apply different models of knowledge management and of measuring innovative performance, as well as to critically choose the best models for knowledge management and innovation management depending of the specificities of the economic environment and of the organization.   |             |                   |
| <b>Course outcome:</b><br>Students have developed a positive attitude towards new sources of competitiveness (knowledge and innovation), and obtained the needed skills to manage these resources, as well as all other organizational aspects which are tightly related to them. Students are capable of choosing the right models for measuring the process of knowledge and innovation, and in this way can manage more effectively the organizational resources in the process of value production.   |             |                   |
| <b>Course contents:</b><br><ol style="list-style-type: none"> <li>1. Introduction (changes in the main sources of competitiveness)</li> <li>2. Models of knowledge management</li> <li>3. Process of knowledge management</li> <li>4. Sub-processes of knowledge management</li> <li>5. Development and implementation of the systems of knowledge management</li> <li>6. Gap analysis in the knowledge management</li> <li>7. Overview of the theories of innovation</li> <li>8. Chain of innovation</li> <li>9. Concept of innovative organization</li> <li>10. Role and value of creativity for the development of innovations and modern models of innovation</li> <li>11. Innovative strategies and policies</li> <li>12. Gap analysis and the creation of innovative strategies</li> <li>13. Overview of the models for measurement of innovative performances</li> <li>14. Significance and role of the intellectual capital and intellectual property in knowledge management</li> <li>15. Further development in knowledge management and innovation management</li> </ol>   |             |                   |
| <b>Recommended Literature:</b><br><ol style="list-style-type: none"> <li>1. Buckley, S., Jakovljevic, M. (Ed.), <i>Knowledge Management Innovations for Interdisciplinary Education: Organizational Applications</i>, Hershey PA: IGI Global, 2012. (ISBN 978-1-4666-1969-2)</li> <li>2. Smith, D., <i>Exploring Innovation</i>, 2nd Edition, London, McGraw-Hill, 2010.</li> <li>3. Tidd, J. and Bessant, J., <i>Managing Innovation: Integrating Technological, Market and Organisational Change</i>, 5th Edition, John Wiley &amp; Sons, 2013.</li> <li>4. Trott, P., <i>Innovation Management and New Product Development</i>, 5th Edition, FT/Prentice Hall, 2011.</li> <li>5. Conway, S. and Steward, F., <i>Managing and Shaping Innovation</i>, Oxford University Press, 2009.</li> <li>6. Chesbrough, H.W. <i>Open Innovation: The New Imperative for Creating and Profiting from Technology</i>, Harvard Business School Press, Boston, MA, 2003.</li> <li>7. Afuah, A., <i>Innovation Management: Strategies, Implementation and Profits</i>, Oxford University Press, 2003.</li> <li>8. Dalkir, K. <i>Knowledge Management in Theory and Practice</i>, Elsevier, 2005.</li> <li>9. Schwartz D. (Ed.), <i>Encyclopedia of knowledge management</i>, Idea Group Reference, Hershey, 2006.</li> <li>10. Bontis, N. i Choo, C.W., <i>The Strategic Management of Intellectual Capital and Organizational Knowledge</i>, Oxford University Press, 2002.</li> </ol> |             |                   |
| <b>Workload per week:</b>   | Lectures: 3 | Study research: 7 |
| <b>Teaching methods:</b> Lectures, consultations, independent and group work, case studies, dialogue, discussion groups   |             |                   |
| <b>Knowledge assessment:</b> Project outline – 20, Project writing – 50, Written and oral presentation of the project – 30 points.  |             |                   |