

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Menedžment inovacij
Course title: Innovation management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna informatika, magistrski študijski program druge stopnje	-	Prvi ali drugi	Drugi ali tretji
The second cycle masters study programme Business informatics	-	First or second	Second or third

Vrsta predmeta / Course type Izbirni/Elective

Univerzitetna koda predmeta / University course code: 4-PI-MAG-IP-MI-2022-05-27

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	0	20	0	0	100	5

Nosilec predmeta / Lecturer: Doc. dr. Tamara Besednjak Valič
Doc. dr. Alenka Pandiloska Jurak

Jeziki / Languages: **Predavanja / Lectures:** Slovensko / Slovenian, Angleško / English
Vaje / Tutorial: Slovensko / Slovenian, Angleško / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati portfolio nalog.

Prerequisites:

Before entering the exam, student must prepare and defend assignments portfolio.

Vsebina:

Content (Syllabus outline):

1. TEMELJNI KONCEPTI
 - tipi inovacij,
 - modeli inovacij,
 - inovacijski procesi.
2. RAZVOJ TEHNOLOGIJE; TRGOV IN INDUSTRIJE:
 - tehnološka in industrijska evolucija,
 - sprejemanje inovacij,
 - difuzija inovacij,
 - vstop novih produktov na trg, tržna rast,
 - odziv konkurence.
3. INOVACIJSKI SISTEMI IN PODJETNIŠTVO:
 - inovacijski sistem in vloga države,
 - poslovno okolje za inovacije,
 - podjetništvo in inovacije,
 - znanost in tehnološke politike,
 - prenos tehnologij,
 - podjetniške politike.
4. DIFUZIJA TEHNOLOGIJ IN INOVACIJ:
 - od inovacije do uporabnega produkta,
 - inovativni novi produkti in potrošniški vzorci (crowdsourcing, uporabniki kot inovatorji v virtualnem svetu),
 - teorije difuzije inovacij (Beacon products, Seasonality in innovation diffusion; The Bass Diffusion Model).
5. INOVACIJE ZNOTRAJ PODJETJA:
 - organizacije in inovacije, dilema upravljanja inovacij, inovacije in nizkotehnološki sektorji,
 - raznolikost industrijskih podjetij - klasifikacija,
 - Organizacijske strukture in inovacije,
 - vloga posameznika znotraj inovacijskih procesov,
 - IKT sistemi in njihov vpliv na inovacije
 - upravljalni sistemi za inovacije.

1. BASIC CONCEPTS:
 - innovation types,
 - models of innovation,
 - innovation processes.
2. TECHNOLOGY, MARKET AND INDUSTRIAL DEVELOPMENT:
 - technological and industrial evolution,
 - embracing the innovation,
 - diffusion of innovation,
 - new product market placement, market growth,
 - responses of the competition.
3. INNOVATION SYSTEMS AND ENTREPRENEURSHIP:
 - innovation system and the role of the state,
 - business environment for innovation,
 - entrepreneurship and innovation,
 - science and technology policy
 - entrepreneurial policy.
4. DIFFUSION OF TECHNOLOGIES AND INNOVATION:
 - from innovation to final product,
 - innovative new products and entrepreneurial patterns (crowd sourcing, users as innovators in virtual world),
 - theories of innovation diffusion (Beacon products, Seasonality and innovation diffusion; The Bass Diffusion Model).
5. INTERORGANISATIONAL INNOVATION:
 - organisations and innovation, managing innovation, innovation in low-tech sectors,
 - diversity of industry organisations – classification,
 - organisational structures and innovation,
 - role of individual within innovation processes,

6. ODPRTE INOVACIJE IN PRENOS TEHNOLOGIJ:
- intelektualna lastnina,
 - uvod v patente,
 - uporaba patentov pri upravljanju inovacij,
 - modeli prenosa tehnologij.
7. UPRAVLJANJE RAZVOJA NOVEGA PRODUKTA
- novi produkt kot projekt,
 - ključne upravljalske aktivnosti,
 - prototipiranje,
 - testiranje na trgu in med potrošniki.

- ICT systems and its impact on innovation,
 - innovation management tools.
6. OPEN INNOVATION AND TECHNOLOGY TRANSFER:
- intellectual property,
 - introduction to patents,
 - using patents in innovation management,
 - models of technology transfer.
7. MANAGING NEW PRODUCT DEVELOPMENT:
- new product as a project,
 - key managing activities,
 - prototyping,
 - consumer market testing.

Temeljni literatura in viri / Readings:

- Trott, Paul (2017) Innovation management and new product development, Pearson, 6th edition (spletna monografija/online book)
- Modic, D., Damij, N. (2018) Towards intellectual property rights management: backoffice and front office perspectives, Palgrave Macmillan.
- Seljak, I. (2016) Embedded business model innovation in the European automotive industry: business model innovation as dynamic capabilities within a moderately dynamic industry, IEDS – Bled School of Management, Fakulteta za podiplomski študij managementa.
- Chesbrough, Henry W, Vanhaverbeke, W, West, J. D (2013) Open innovation: researching a new paradigm, Oxford University Press.
- Različni internetni viri / different internet sources.
- Dodatna literatura s strani nosilca / additional literature proposed by lecturer.
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Cilji in kompetence:

- SPLOŠNE KOMPETENCE:
- Sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost njihove interpretacije za reševanje poslovnih problemov.
 - Uporaba uveljavljenih metodoloških pristopov za upravljanje sodobnih poslovnih sistemov.

Objectives and competences:

- GENERAL COMPETENCES:
- The ability to obtain, select, evaluate and embed the new information, as well as to interpret them to solve business problems.
 - Usage of established methodological approaches for managing modern business systems.
 - General overview understanding of the digitalization of business.

- Splošen pregled nad razumevanje digitalizacije digitalizacijo poslovanja.
- Sposobnost analize in pretvorbe realnega poslovnega problema v obliki lažje predstavljivega poslovnega modela.
- Sposobnost fleksibilne uporabe znanja v praksi.
- Prizadevanje za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje.

PREDMETNO-SPECIFIČNE KOMPETENCE:

- sposobnost interdisciplinarnega mišljenja za lažje upravljanje podprtih inovacij in prenosa tehnologij
- sposobnost učenja na osnovi relevantnih virov z namenom upravljanja razvoja novega produkt
- uporaba in kombiniranje znanj različnih disciplinarnih področij za razumevanje delovanja inovacijskih sistemov in pomena podjetništva znotraj inovacijskih sistemov;
- sposobnost argumentacije inovacij kot orodja za doseganje dodane vrednosti produktov in konkurenčnih prednosti organizacije

- The ability to analyze and transform a real business problem into a simplified business model.
- The ability of flexible usage of knowledge in practice.
- Striving for the quality of professional work through autonomy, self-initiative, as well as (self-)criticism, (self-)reflection and (self)evaluation.

SUBJECT-SPECIFIC COMPETENCES:

- the ability of interdisciplinary thinking to facilitate the management of supported innovation and technology transfer
- ability to learn based on relevant sources in order to manage the development of a new product
- applying and combining knowledge of different disciplinary areas to understand the functioning of innovation systems and the importance of entrepreneurship within innovation systems;
- ability to argue on innovation as a tool for reaching added value of products and competitive advantage of the organization

Predvideni študijski rezultati:

Študenti bodo zmožni:

- analizirati pomen in večplastnost inovacij ter načrtovati upravljanje inovacij;
- vrednotiti vlogo in pomen podjetništva znotraj inovacijskega sistema;
- uporabiti sodobne pristope, modele in orodja za izboljševanje procesa difuzije inovacij in odprtih inovacij;

Intended learning outcomes:

- Students will be able to:analyze the importance and complexity of innovation and innovation management;
- to evaluate and understanding of role and importance of entrepreneurship within innovation system;
- application of contemporary approaches, models and tools for

- aplicirati aktualna dogajanja na področju inovacijskih politik in upravljanja z inovacijami;
- refleksije kompleksnosti strokovnih in družbenih nalog zaposlenih pri obvladovanju inovacij v podjetjih;
- umestiti menedžment inovacij v širši družbeni, kulturni in vrednotni konteksti in možnost integracije znanja za obvladovanje kompleksnosti.

- improving the process of diffusion of innovation and innovation management;
- application of the contemporary and current developments in the field of innovation policy and open innovation;
- reflection of the complexity of professional and social duties of employees in managing innovation in companies;
- place innovation management in the broader social, cultural and value contexts and able to integrate knowledge and handle complexity.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (metoda razgovora, metoda opazovanja, metoda viharjenja možganov, metoda ovrednotenja dela, debata, metoda sinteze);
- Seminarske vaje v povezavi s prakso (projektno delo, timsko delo, delo v dvojicah, individualno delo);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;
- Konzultacije (pogovori, dodatna razlaga, obravnava specifičnih vprašanj).

Learning and teaching methods:

- Lectures with active participation of students (method of discussion, observation method, brainstorming method, work evaluation method, debate, synthesis method);
- Seminar tutorial in relationship with practice (project and team work, work in pairs, individual work);
- Use of online classroom or other contemporary ICT tools;
- Consultation (discussion, additional explanation, dealing with specific issues).

Načini ocenjevanja:

Delež (v %) /
Weight (in %)

Assessment:

<p>Načini:</p> <ul style="list-style-type: none"> • Pisni izpit • Portfolio nalog s poročili seminarskega dela na vajah ter zagovor portfolia <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50%</p> <p>50%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written examination • Assignments portfolio, portfolio defence <p>Grading is in accordance with the Faculty's evaluation.</p>
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Reference nosilca / Lecturer's references:

- BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Fighting the big bad wolf of global trends : technology transfer between HPC centres and SMEs. Digital policy, regulation and governance. 2021, vol. , iss. , 15 str., ilustr. ISSN 2398-5038.
- BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Three scenarios of innovation and technology transfer : the case of key enabling technologies in the Danube Region. Journal of engineering and applied sciences. 2020, vol. 15, iss. 21, str. 3619-3623
- BESEDNJAK VALIČ, Tamara. Innovation, Digitalisation, and the HPC in the Danube Region. V: RONČEVIĆ, Borut (ur.), COSCODARU, Raluca (ur.), FRIC, Urška (ur.). Go with the flow : high performance computing and innovations in the Danube region. London; Budapest; Ljubljana: Vega Press, cop. 2019. Str. 22-46, ilustr. ISBN 978-1-909736-11-5.
- BESEDNJAK VALIČ, Tamara. Open innovation and its impacts to interorganizational stability: a social fields perspective addressing the sustainable growth in regional context. In RONČEVIĆ, Borut (ur.), CEPOI, Victor (ur.) Technologies and innovations in regional development: European Union and its Strategies. Peter Lang (forthcoming)
- MODIC, Dolores, HAFNER, Ana, BESEDNJAK VALIČ, Tamara. Every woman is a vessel: An exploratory study on gender and academic entrepreneurship in a nascent technology transfer system. V AZAGRA-CARO, Joaquin (ur.), D'ESTE, Pablo (ur.), BARBERA-TOMAS, David (ur.) University-Industry Knowledge Interactions – People, Tensions and Impact. Springer International Publishing, (forthcoming)
- KOLAR, Janez, BESEDNJAK VALIČ, Tamara. Social Aspects of technology diffusion. Danube Region HPC Case. Vega Press, London (forthcoming)
- RONČEVIĆ, Borut, BESEDNJAK VALIČ, Tamara. How to think about regional development agencies as a sociologist. The social sciences. [Online ed.]. 2019, vol. 14, iss. 9, str. 326-334, ilustr. ISSN 1993-6125.
- RONČEVIĆ, Borut, ŠUŠTERŠIČ, Janez, WOSTNER, Peter, BESEDNJAK VALIČ, Tamara. Quo vadis Slovenia? Between framework conditions and internal capabilities. Managing global transitions : international research journal. [Tiskana izd.]. Winter 2010, vol. 8, no. 4, str. 353-380, ilustr., tabele. ISSN 1581-6311.
- PANDILOSKA JURAK, Alenka. The importance of high-tech companies for EU economy : overview and the EU grand strategies perspective. Research in social change. Sep. 2020, vol. 12, iss. 3, str. 32-52, ilustr. ISSN 1855-4202

- PANDILOSKA JURAK, Alenka. Local economic normative and human resource activities analysis in practice. Innovative issues and approaches in social sciences. 2010, vol. 3, no. 3, str. 29-49. ISSN 1855-0541.
- PANDILOSKA JURAK, Alenka. Menedžment človeških virov v javnem sektorju = Human resource management in public sector. Raziskave in razprave. 2008, letn. 1, št. 1-3, str. 63-88. ISSN 1855-6280.
- BUKOVEC, Boris (urednik), PINTERIČ, Uroš (urednik), PANDILOSKA JURAK, Alenka (urednik). Uveljavljanje univerzalne odličnosti kot odgovor na izzive sedanosti in prihodnosti. V Novem mestu: Fakulteta za organizacijske študije, 2009. 214 str., ilustr. ISBN 978-961-92652-0-8.