

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>MGT 457 Innovation Management -3 KU/ 6 ECTS</b>	
	<b>Department</b>	Economics and management	
	<b>Program (undergraduate, graduate)</b>	Ungraduate	
	<b>Term</b>	Spring 2023	
	<b>Instructor</b>	Salman Babazade	
	<b>E-mail:</b>	salman.babazada@khazar.org	
	<b>Classroom/hours</b>	Mashati Ganjavi 41	
	<b>Office hours</b>	By appointment	
<b>Prerequisites</b>	<b>BSA 310 Fundamentals of Business</b>		
<b>Language</b>	English		
<b>Compulsory/Elective</b>	<b>Elective</b>		
<b>Required textbooks and course materials</b>	Innovation Management and New Product Development, Paul Trott, Sixth Edition, Pearson Education Limited, 2017.		
<b>Course website</b>	N/A		
<b>Course outline</b>	The course emphasizes the need to view innovation as a management process. We need to recognize that change is at the heart of it. And that change is caused by decisions that people make. It attempts to capture the iterative nature of the network processes in innovation and represents this in the form of an endless innovation circle with interconnected cycles. This circular concept helps to show how the firm gathers information over time, how it uses technical and societal knowledge, and how it develops an attractive proposition. This is achieved through developing linkages and partnerships with those having the necessary capabilities.		
<b>Course objectives</b>	The course aims at equipping students with the understanding of the main issues in innovation studies. Innovation is key driver of competitiveness and it plays an important role in improving the quality of life. Given this, it is essential for the student to understand the notion of innovation, to learn the different strategies, tools and techniques for managing innovation.		
<b>Learning outcomes</b>	The learning outcomes of this course are as follows: <ul style="list-style-type: none"><li>• Importance and concept of innovation. Key definitions of invention, innovation and technology.</li><li>• Models of innovation. Linear models, simultaneous coupling model, interactive model, system approach.</li><li>• Managing organizational knowledge. Types of knowledge and organizational knowledge bases. The learning organization.</li><li>• Innovation as a management process. Managing innovation within firms. Innovation strategy.</li><li>• Management of research and development. Notion, types of R&amp;D.</li><li>• Delivering value from innovation. Commercialization of innovations. Managing intellectual property.</li><li>• Cooperation and networks. Challenges of managing innovative collaborations.</li><li>• Techniques to measure innovation performance.</li></ul>		
<b>Teaching methods</b>	Lecture		x
	Group discussion		x
	Case analysis		x
	Simulation		x
<b>Evaluation</b>	<b>Methods</b>	<b>Description and deadline</b>	<b>Percentage (%)</b>
	<b>Attendance</b>		5
	<b>Case studies</b>	During semester	5
	<b>Midterm Exam</b>	8 <sup>th</sup> week	30
	<b>Project</b>	Innovation Project, 14 <sup>th</sup> week	10
	<b>Presentation</b>	Innovation Project, 15 <sup>th</sup> week	10
	<b>Final Exam</b>	16 <sup>th</sup> week	40
	<b>Total</b>		<b>100</b>
<b>Policy</b>	<b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam. Students are expected to prepare for and actively participate in class discussions. <b>Case studies:</b> There will be five case studies throughout the course. It is intended to encourage critical thinking for learners to develop responses regarding the application of concepts. Each case study will be 1 point.		

		<b>Project:</b> Students will be divided into teams and each team will be required to submit a 10–15-page paper and give a presentation about a chosen innovation case. The aim of the paper and presentations is to demonstrate an innovation in practice, answering questions about the nature of the innovation (what it actually is); who introduced the innovation, when and why did it happen; how was the innovation developed; what are the effects of the innovation on the organization and/or the economy and society; what kind of factors facilitated or hindered the introduction and distribution of the innovation on the market. <b>Presentation</b> (20 min) and discussions will be graded based on the depth of analysis and quality of teams’ presentation and participation.	
<b>Tentative Schedule</b>			
<b>Week</b>	<b>Date/Day (tentative)</b>	<b>Topics</b>	Textbook/Assignments
1		Innovation management: an introduction <b>Case Study</b>	Chapter 1, page 2
2		National systems of innovation and entrepreneurship	Chapter 2, page 48
3		Market adoption and technology diffusion <b>Case Study</b>	Chapter 3, page 86
4		Managing Innovation within firms	Chapter 4, page 116
5		Operations and process innovation <b>Case Study</b>	Chapter 5, page 154
6		Managing Intellectual Property	Chapter 6, page 188
7		Managing Organizational Knowledge	Chapter 7, page 226
8		<b>Midterm Exam</b>	
9		Strategic Alliances and Networks <b>Case Study</b>	Chapter 8, page 264
10		Management of Research & Development	Chapter 9, page 304
11		Open Innovation and Technology Transfer <b>Case Study</b>	Chapter 11, page 378
12		Business Models	Chapter 12, page 410
13		Product and Brand Strategy	Chapter 13, page 446
14		New service Innovation	Chapter 15, page 522
15		<b>Innovation Project Presentations</b>	
16		<b>Final Exam</b>	