



Syllabus of Module

6. Innovation and Change Management

Lecturer: PhDr. Ing. Petr Mašín, Ph.D., DBA

Module Annotation

The module introduces students to basic types and impacts of change on an organisation. The programme graduate is able to manage the course of the change and address interest groups in the change. Emphasis is placed on working with people during change and on the role of communication and change and within change. The term “innovation” is presented as the basic driving force in the company. Students know and can distinguish the types of corporate structure and can suggest what to focus on when changing. Students distinguish and are able to support the management of change in their basic phases, they know how people experience change and how they react to it.

Module Objective

The graduate is able to formulate a plan and gradually implement changes in various types of organisations, know how to work with resistance and create an environment suitable for changes. Students can distinguish between managerial and leadership approaches when dealing with changes. They will be able to establish and implement innovative processes in the company as an elementary principle of corporate growth. Innovation is presented in the context of inventions and other business contexts.

Literature

1. FRANKOVÁ, Emilie. Kreativita a inovace v organizaci. Prague: Grada, 2011. Expert (Grada). ISBN 978-80-247-3317-3.
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3. MIKULÁŠTÍK, Milan. Tvořivost a inovace v práci manažera. Prague: Grada, 2010. Management (Grada). ISBN 978-80-247-2016-6.
4. NOVÁK, Adam. Inovace je rozhodnutí: kompletní návod, jak dělat inovace nejen v byznysu : 12 praktických nástrojů, 40 příkladů z praxe. Prague: Grada, 2017. ISBN 978-80-271-0333-1.
5. VEBER, Jaromír. Management inovací. Prague: Management Press, 2016. ISBN 978-80-7261-423-3.
6. VEBER, Jaromír. Management: základy, moderní manažerské přístupy, výkonnost a prosperita. 2., aktualiz. vyd. Prague: Management Press, 2009. ISBN 978-80-7261-200-0.

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