



Syllabus of Module

8. Innovation Process Management

Lecturer: doc. Ing. Miroslav Špaček, Ph.D., MBA

Module Annotation

Classification of innovations from the perspective of individual authors. Determinants of successful innovative entrepreneurship. Product, process, organisational and marketing innovations. Innovative organisation and its key characteristics. Gradualist and rationalist approaches to innovation strategy development. Stage Gate Control Process as a fundamental approach to innovation process management. Sources of innovation and their identification. Typology of innovation roles (innovation champions, sponsors and leaders). Financing models for innovative entrepreneurship (FFF, crowdfunding, P2P, venture capital, etc.). Measuring innovation effectiveness (financial and non-financial metrics). Open innovation as a new concept for creating competitive advantage. Barriers to the Innovation Process.

Module Objective

The aim of the module is to introduce students to the principles of innovative entrepreneurship and the principles of an innovative firm. Learn to recognise innovation opportunities. To get acquainted with the classification of innovation and consequently with the typology of innovation roles in the company and the principles of innovation process management in the company. Demonstrate approaches to measuring and financing innovation. To introduce approaches to the development of innovation strategies. Learn techniques for planning, managing and controlling the innovation process. Learn how to

use the Stage Gate Control Process. To acquire the ability to recognise and eliminate barriers to an effective innovation process.

Literature

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