Syllabus of Module

7. Innovation Management

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Module Annotation

In the field of the innovation theory there are several various accesses and views on the innovation typology, the innovation process and the consideration of the term „innovation". Nevertheless all the theoretic are connected with the primary consideration of the term „innovation", its origin is in Latin expression „innovare", which means to restore. It is clear, that the innovation bring something new or progressive in the form of small or digger chase. In presented module we will be interested in the definition of the term innovation from the viewpoint of very known theoretic in the field of innovation management – J.A.Schumpeter and F. Valenta, but as well in the field of the definition of innovation in the present days, that is listed in Oslo Manual.

Module Objective

Innovation management is a discipline, that is a mix of managerial, marketing and economical theories and accesses, those are essential for the enterprise economics of small, medium or large enterprises in their innovation activities. The primary aim of presented module is to approximate such a variable field of innovation management; the effort is to provide the knowledge and skills from the innovation business area as a supposition for the formation of the viable business innovation policy.

The module Innovation management familiarizes with the instructions, processes and methods of innovation management in the business units. It deals with the basic platform of the preparation and management of the innovation projects; it uses the basic terms and knowledge of the development strategy formation and methods of the evaluation of the

strategical development intentions with the aim to form the innovation strategy. The importance and the role of the innovation policy for the competitiveness of the business units are explained here. The effort is to approximate the holistic and necessary orientation in presented discipline.

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