

QƏRBİ KASPI UNİVERSİTETİ



“I confirm”

Head of the Department:
i.e.d.prof.D.A.Baghirov _____

Signature _____

Date _____

Head of the Educational Department:

PhD, Acting Associate Professor Akhundov Piri

Signature _____

Date _____

Head of the Quality Assurance Department:

Wonda Grobbelear

Signature: _____

Date : _____

DEPARTMENT: Management
FACULTY (SCHOOL): School of Economics
SPECIALIZATION (code):
COURSE NAME: Innovation Management
GROUP: 530 M
FORM OF EDUCATION: Visual
ACADEMIC YEAR: 2022/2023
SEMESTER: II (spring)

I. INFORMATION ABOUT THE COURSE:

COURSE CODE:

TOTAL TEACHING LOAD (HOURS): 45 hours

LECTURE: 30 hours

SEMINAR: 15 hours

CLASS DAYS AND HOURS:

NUMBER OF CREDITS:

II. INFORMATION ABOUT THE TEACHER:

Axundlu Aynur Camalətdin

ELMİ MARAQ DAİRƏSİ, İXTİRALAR VƏ ƏSAS ELMİ ƏSƏRLƏRİ:

(<https://scholar.google>, <https://orcid.org> keçidlərinizi əlavə edin)

DESCRIPTION AND PURPOSE OF THE SUBJECT:

DESCRIPTION OF THE SUBJECT:

The subject of innovation management deals with the application of innovations in modern management. In addition to explaining the methods of innovative influence in management, it also touches on the internal and external factors that affect innovation management. It emphasizes the importance of innovation in topics such as strategy, motivation and adaptation processes, and planning, organization, and implementation of human resources.

PURPOSE OF THE SUBJECT:

The main objectives of the subject are to create a basis for the analysis of innovations. At the same time, it is to explain the meanings of innovative activity, promote modern management choices, and introduce students to innovations in areas of activity such as marketing, projects, human resources, and business in the 21st century.

RESULTS (OBJECTIVES) OF TEACHING THE SUBJECT:

After completing the course and mastering all topics, students:

Should know:

- Main processes in innovation management
- Internal and external factors affecting innovation management
- Innovative impact methods in management
- Experience of foreign countries in innovation management
- Innovative strategic planning
- Marketing in an innovative environment

- Investments in innovative processes
- Social aspects of innovation activity
- Management of innovation projects
- Management of technological changes
- Product quality, life chain and market requirements
- Innovations in new and developing markets
- Compatibility of the scale of the enterprise with the modern market
- The concept of "Know-how" in modern management

EXPERIENCE TO BE GAINED:

- Learn the main processes in innovation management
- Analyze internal and external factors affecting innovation management
- Master innovative impact methods in management
- Learn the experience of foreign countries in innovation management
- Be able to carry out innovative strategic planning in different areas
- Analyze the management of technological changes.

LESSON FORM (TEACHING FORM AND METHODS):

In the process of teaching this subject, a wide range of teaching and learning methods are used, such as lectures, interactive discussions, team preparation of programs and projects for the socio-economic development of regions, presentation of research, work in small groups, business games, study and analysis of special examples (case studies), writing essays or independent work, and performing test tasks.

In addition, in the process of teaching and learning, special attention will be paid to the analysis, discussion and logical conclusions of materials, articles, real examples and special cases taken from legislative acts, regulatory documents, foreign and local literature, as well as international and local press (internet resources). In order to form the skills of applying the knowledge gained, students will solve tasks selected in accordance with the topic.

Before teaching each new topic, students should familiarize themselves with the specified texts and other reading materials presented (assigned) to them.

Examination Form

Seminars: preparation and evaluation

In seminar-workshop lessons, the student must be able to express and explain his/her ideas in a logical sequence, as well as justify them with arguments. To achieve this, the student must:

- 1) Carefully familiarize himself/herself with the questions raised for discussion on each topic of the seminar;
- 2) Carefully study the relevant lecture materials;
- 3) Read and study the recommended literature on the topic;
- 4) Prepare a short speech on each question raised for discussion in the seminar;
- 5) Acquire practical skills by completing the practical tasks and issues given on the topic.

Each student's answer in the lesson is evaluated on a 10-point scale between 0-10 points (with a maximum of 10 points). At the end of the semester, all the student's answer points during the semester are added up and the average score (points) is calculated by dividing it by the total number of student answers.

Assignments

No coursework is required for the subject.

Assignments: requirements and evaluation

During the semester, students are given 1 (10 points), 2 (5 points each) or 10 (1 point each) independent work assignments. Independent work can be done by students individually or in the form of group work. Independent work is submitted in printed or electronic form, or in manuscript form.

Independent work is evaluated depending on their number:

- Independent work worth 1 point is completed by each student individually. These works, as a rule, relate to the topics taught in the subject. Students must study the relevant topic and write their thoughts on that topic freely (like an essay). Each of such independent works is uploaded to the student's personal account in written form - in word file format (font 12), with a volume of at least 1.5-2 pages (but not more than 4 pages).

Depending on the content, such works are evaluated with a score of "0" or "1". When the work is evaluated with a score of "0", the teacher must explain the reason for this;

- 5 and 10-point independent works can be assigned to students as individual or group work. Such works may require conducting research on specific topics or developing an abstract. During such research, students should try to use (apply) the knowledge they have learned from the subjects of the subject and the skills they have acquired in those researches. During the research, students can discuss the difficulties that arise with the teacher and seek advice from him. Such works are uploaded to the individual cabinet of each member of the group in writing in Word file format or in the form of a presentation in Power Point format, indicating the names of all members of the group. Such works are evaluated with a score of 0 to 5 or 0 to 10, respectively. If the individual contributions of the group members in the preparation of the independent work (research) differ, this is taken into account in the evaluation. In the case of low scores, the teacher explains the reason for this in the student's individual cabinet.

The implementation of independent work is carried out in accordance with the agreement reached between the teacher teaching the subject and the students within the framework of the rules established at the University. It is the teacher's duty to ensure transparency in the evaluation of independent work.

Class attendance

The student must actively participate in all lectures and seminars. The student's attendance is assessed on a 10-point scale. The number of classes a student misses affects his/her attendance grade: every 3 classes (6 hours) missed results in the loss of 1 point. If a student misses more than 25% of the total teaching load in a subject (more than 14 hours), he/she will not be allowed to take the final exam. In this case, the student does not earn credit for this subject and his/her academic debt in the subject remains.

Midterm evaluation

In the process of teaching the subject, the student's current activity in the lessons (activity in lectures, answers in seminars, participation in group work, etc.) is evaluated on a 10-point scale from 0 to 10 points.

The knowledge and skills acquired by the student in the process of teaching the subject are evaluated by conducting 2 colloquiums. Colloquiums are organized after the end of the first and second months of teaching, respectively, based on questions covering only the topics covered in that period. Colloquiums are conducted in the form of a test method.

In each colloquium, the student's knowledge is evaluated on a 10-point scale from 0 to 10 points (maximum 10 points). If the student does not participate in the colloquium, a score of "0" (zero) is recorded in the journal.

Final Exam

At the end of the course, a final exam is held once. The student's answer to the exam can be evaluated in the range of 0-50 points (maximum 50 points). The exam is organized in written form or in a test format. Exam questions or tests on the subject are compiled in accordance with the content of lecture texts and training lessons.

If the student does not score a minimum of 17 points in the final exam, then the points accumulated before the exam are not added up, the student does not earn credit for this subject and his academic debt for the subject remains.

If the student has any complaints regarding the evaluation of the exam results, the student can apply to the Appeals Commission based on the general rules established at the University.

I. TƏLƏBƏLƏRİN BİLİYİNİN QIYMƏTLƏNDİRİLMƏSİ:

Assessment of student knowledge based on the total accumulated semester points is conducted as follows:

Grading Scale:

Points	Letter-Grade Assessment	Performance Level
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

Course Schedule and Thematic Plan (Lectures)

Weeks	Topics	Hours	Date	Note
1	General characteristics and content of innovation management	2	16.02.2023	
2	Main processes in innovation management	2	23.02.2023	
3	Internal and external factors influencing innovation management	2	02.03.2023	
4	Innovative impact methods in management	2	09.03.2023	
5	Experience of foreign countries in innovation management	2	16.03.2023	
6	Innovative strategic planning	2	23.03.2023	
7	Marketing in an innovative environment	2	30.03.2023	
8	Investments in innovative processes	2	06.04.2023	
9	Social aspects of innovation activity	2	13.04.2023	
10	Management of innovation projects	2	20.04.2023	
11	Management of technological changes	2	27.04.2023	
12	Product quality, life chain and market requirements	2	04.05.2023	
13	Innovations in new and developing markets	2	11.05.2023	
14	Compatibility of the scale of the enterprise with the modern market	2	18.05.2023	
15	The concept of "know-how" in modern management	2	25.05.2023	

Course Schedule and Thematic Plan (Seminar)

Weeks	Topics	Hours	Date	Note
1	General characteristics and content of innovation management	1	28.02.2023	
2	Main processes in innovation management	1	14.03.2023	
3	Internal and external factors influencing innovation management	1	28.03.2023	
4	Innovative impact methods in management	1	11.04.2023	
5	Experience of foreign countries in innovation management	1	25.04.2023	
6	Innovative strategic planning	1		
7	Marketing in an innovative environment	1		

8	Investments in innovative processes	1		
9	Social aspects of innovation activity	1		
10	Management of innovation projects	1		
11	Management of technological changes	1		
12	Product quality, life chain and market requirements	1		
13	Innovations in new and developing markets	1		
14	Compatibility of the scale of the enterprise with the modern market	1		
15	The concept of "Know-how" in modern management	1		

In addition to the seminar and lecture hours when teachers meet with you, there are also recommended reception hours during which you can approach the departments with questions or inquiries during the semester.

Assignment Topics:

1. Basic processes in innovation management
2. Internal and external factors influencing innovation management
3. Innovative influence methods in management
4. Experience of foreign countries in innovation management
5. Innovative strategic planning
6. Marketing in an innovative environment
7. Investments in innovative processes
8. Social aspects of innovation activity
9. Management of innovation projects
10. Management of technological changes
11. Product quality, life chain and market requirements
12. Innovations in new and developing markets

REQUIRED TEXTBOOKS AND TEACHING MATERIALS:

Basic textbooks and teaching materials:

1. Nijat Muradzade. "The Political Economy of Innovation". Fins.az. Archived 2020-11-18. Date of use: 2020-07-31.
2. Alyssa Mariello. "The Five Stages of Successful Innovation". Sloanreview.mit.edu.

3. Samadzade, son of Ziyad Aliabbas. THE BIG ECONOMIC ENCYCLOPEDIA (PDF). III IJKQLM. Baku. 2012. p. 9-10
4. Innovation "Harvard Business Review": must-read "top 10", teas press publishing house, 2021
5. Alekseeva, M. B. Analysis of innovative activity: textbook and practice for universities / M. B. Alekseeva, P. P. Vetrenko. - Moscow: Издательство Юрайт, 2021. - 303 с.
6. Barancheev, V. P. Управление инованиями: учебник для академического бачалериата / В. P. Barancheev, N. P. Maslennikova, V. M. Mishin. – 3rd edition, revised. and the ball. - Moscow: Издательство Юрайт, 2019. - 747 с.
7. Belyaev, Yu. M. Innovative management : учебник для бачалоров / Yu. M. Belyaev. – 2nd ed., ster. - Moscow: Publishing and trading corporation "Dashkov and K°", 2020. - 218 p.

Additional textbooks, materials and resources:

1. Know-how: 8 skills you need to watch out for in order to achieve business goals/Rem Charan, M: Alpina Publisher, 2018-204.
2. Dilemma of the innovator: disruptive innovations or product improvement; / Clayton M. Christensen; Alpina Pubdischer, 2022-240 с.

Müəllim:

A.C.Axundlu

Tarix: 14.02.2023