



"I confirm"

Head of the Department: _____

Protocol No. _____

Date: _____

Syllabus

General Information	Department	Marketing and management
	Faculty	Business and Local Governance
	Major code	
	Group Number	
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Full - Time
	Academic year/Semester	
	Year of study	
	Academic semester	<input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Summer
Course Information	Course name, code	Innovation Business
	Credit count	
	Study load (hours)	75
	Teaching methods	<input type="checkbox"/> Lecture <input type="checkbox"/> Seminar <input type="checkbox"/> Laboratory
	Language of instruction	<input type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	
Instructor Information	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	
	Instructor's email address	
	Instructor's contact number	
	Office hours	
Course Description	The course Innovation Business focuses on the application of innovations in the modern business environment. Besides explaining innovative impact methods in business, it addresses internal and external factors influencing innovation management. The course emphasizes the importance of strategy,	

	motivation, adaptation processes, and the planning, organization, and implementation of human resources in innovations..
Course Objectives	The primary objective of the course is to establish a foundation for analyzing innovations. It aims to explain the meanings of innovative activities, promote modern management options, and familiarize students with innovations in various fields such as marketing, projects, human resources, and business in the 21st century.
Learning Outcomes	Upon successful completion of the course and mastery of all topics, students will be able to know: <ol style="list-style-type: none"> 1. The main processes in innovation business 2. Internal and external factors affecting innovation business 3. Innovative impact methods in business 4. Practices of foreign countries in innovation business 5. Innovative strategic planning 6. Marketing in an innovative environment 7. Investments in innovative processes 8. Social aspects of innovation activities 9. Management of innovation projects 10. Management of technological changes 11. Product quality, life cycle, and market requirements 12. Innovations in new and emerging markets 13. Alignment of the enterprise scale with the modern market 14. The concept of “know-how” in modern business
Course Requirements	During seminar sessions, students must be able to express and explain their thoughts logically and coherently, as well as support them with arguments. To achieve this, the student should: <ol style="list-style-type: none"> 1. Carefully familiarize themselves with the discussion questions presented for each seminar topic. 2. Thoroughly study the relevant lecture materials. 3. Read and study the recommended literature on the topic. 4. Prepare brief presentations for each discussion question raised during the seminar. 5. Develop practical skills by completing the given assignments and exercises related to the topic. 6. Complete and submit the assigned individual work on time and at the required quality level. 7. Attend colloquia on the scheduled dates according to the timetable.
Academic Integrity	Academic integrity involves ensuring the originality of one's work and properly acknowledging the ideas or findings of others by citing sources. Violations of Academic Integrity include: <ol style="list-style-type: none"> 1. Plagiarism, 2. Cheating, 3. Submitting the same or part of a previously completed assignment or project in another course without proper citation, 4. Citing non-existent sources or fabricating a database, 5. Completing coursework or assignments on behalf of other students, 6. Engaging in dishonest behavior to gain unfair advantage (e.g., presenting a false medical report without being genuinely ill, providing false excuses to extend deadlines or gain benefits), 7. Taking an exam on behalf of another student or having someone else take an exam for oneself.

Ethical Conduct	The student must conduct themselves within the university in accordance with Articles 32 and 33 of the Law on Education, specifically adhering to clauses 32.5.1, 32.5.1.1, 32.5.2, 32.5.3, 32.5.5 of Article 32, and clauses 33.3.2, 33.3.5, and 33.3.6 of Article 33.	
Primary Reading List	<p>1.Nicat Muradzadə. "İnnovasiyanın siyasi iqtisadiyyatı". Fins.az. 2020-11-18 tarixində arxivləşdirilib. İstifadə tarixi: 2020-07-31.</p> <p>2.Alicia Mariello. "The Five Stages of Successful Innovation". Sloanreview.mit.edu.</p> <p>3.Ziyad Əliabbas oğlu Səmədzadə. BÖYÜK İQTİSADİ ENSİKLOPEDIYA (PDF). III İJKQLM. Bakı. 2012. səh. 9-10</p> <p>4.İnnovasiya "Harvard Business Review":oxunmalı "10-luq",teas press nəşriyyat evi,2021</p> <p>5.Алексеева, М. Б. Анализ инновационной деятельности : учебник и практикум для вузов / М. Б. Алексеева, П. П. Ветренко. – Москва : Издательство Юрайт, 2021. – 303 с.</p> <p>6.Баранчев, В. П. Управление инновациями : учебник для академического бакалавриата / В. П. Баранчев, Н. П. Масленникова, В. М. Мишин. – 3-е изд., перераб. и доп. – Москва : Издательство Юрайт, 2019. – 747 с.</p> <p>7.Беляев, Ю. М. Инновационный менеджмент : учебник для бакалавров / Ю. М. Беляев. – 2-е изд., стер. – Москва : Издательско-торговая корпорация «Дашков и К°», 2020. – 218 с.</p>	
Supplementary Reading List	<p>1.Ноу-хау: 8 нфвыков, которыми вам необходимо гбладать, чтобф добиваться резулбтатов в бизнесе/Рэм Чаран, М:Альпина Паблицер,2018-204с.</p> <p>2.Дилемма инноватора:подрывные инновации или совершенствование продукта;/Клейтон М. Кристенсен;альпина паблицер, 2022-240с.</p>	
Online Resources		
Grading: 100-Point System	The final grade is calculated based on ongoing assessment — seminars and colloquiums (0–30 points), independent work (0–10 points), attendance (0–10 points), and interim assessment — final semester exam (0–50 points). If the course also includes practical and laboratory sessions, an additional (0–10 points) is allocated for evaluating these components. Final Grade = Ongoing Assessment + Interim Assessment	
Assignments	The final grade is the sum of the scores given for continuous assessment—seminars and colloquia (0–30 points), independent work (0–10 points), attendance (0–10 points)—and the midterm assessment, which includes the end-of-semester exams (0–50 points). If practical and lab sessions are included for the same course, an additional 0–10 points are allocated for their evaluation. Final Grade = Continuous Assessment + Midterm Assessment	
Seminars and Colloquiums	Colloquiums are held three times per semester in accordance with the academic calendar. Each colloquium is graded on a 0–10 point scale. Participation in colloquiums is mandatory. A student who does not attend a colloquium receives 0 points for that session.	0-30
Individual works	Font and Size: Arial, 12 pt Line Spacing: 1.5 Minimum Length: 3 pages	0-10

	<p>Submission Deadline: No later than 2 weeks before the end of the semester</p> <p>Topics for Individual works:</p> <ol style="list-style-type: none"> 1. Key Processes in Innovation Business 2. Internal and External Factors Affecting Innovation Business 3. Innovative Impact Methods in Business 4. Foreign Countries' Experience in Innovation Business 5. Innovative Strategic Planning 6. Marketing in an Innovative Environment 7. Investments in Innovative Processes 8. Social Aspects of Innovation Activities 9. Management of Innovation Projects 10. Management of Technological Changes 11. Product Quality, Life Cycle, and Market Requirements 12. Innovations in New and Emerging Markets 	
Attendance	<p>For each 10% of missed class hours during the semester, 1 point will be deducted from the student's total score.</p> <p>A student who misses more than 25% of the total course hours will not be allowed to take the final exam.</p>	0-10
Examination		0-50

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's thematic plan					
N	Date	Subject Topics	Lecture	Seminar	Textbook/Assignments
1		General Characteristics and Content of Innovation Business	2		
2		Key Processes in Innovation Business	2	2	
3		Application of Innovations in Customer Relations	2		

4	Internal and External Factors Affecting Innovation Business	2	2	
5	Innovative Impact Methods in Business	2	2	
6	Innovative Management of Resources in Business	2		
7	Foreign Countries' Experience in Innovation Business	2	2	
8	Innovative Strategic Planning	2	2	
9	Leadership Concept in Business Innovations	2		
10	Marketing in an Innovative Environment	2	2	
11	Investments in Innovative Processes	2	2	
12	Emergence of New Products in Innovation Business	2	2	
13	Social Aspects of Innovation Activities	2		
14	Management of Innovation Projects	2	2	
15	Discovery-Oriented Planning	2		
16	Management of Technological Changes	2	2	
17	Product Quality, Life Cycle, and Market Requirements	2	2	
18	Risks in Innovation Business	2		
19	Innovations in New and Emerging Markets	2	2	
20	Alignment of Enterprise Scale with the Modern Market	2	2	
21	Organization of Innovative Processes in Business and Setting Priorities	2	2	
22	The Concept of "Know-How" in Modern Business	3	2	
	Total:			

Lecturer: