

DESCRIPTION OF A STUDY COURSE

Course unit title	Innovation Management			
Programme	Business Administration			
Year of study	1st			
Level of course unit	Master's Study			
Course unit code	MV002			
Name of lecturer(s)	Lecturer Marta Kontiņa			
Number of ECTS credits allocated	3			
Language of instruction	Latvian or English			
Type of course unit (compulsory, optional)	Compulsory			
Semester when the course unit is delivered	2nd			
Mode of delivery	Face-to-face			
Aim of Course	The aim of the study course is to provide students with the ability to assess the market potential for innovative ideas and to develop the students skills to commercialize innovation into sustainable business models. The study course also aims to give the necessary tools and methods on how to use innovation technology, to create innovative products and finance innovation.			
Preliminary knowledge	Organization Management	Business Strategies in Organizations	Financial Management	Management Accounting
Course contents	No	Title		
	1	The importance of innovation in business, innovative business strategies and innovation technologies.		
	2	Innovative business idea generation, selection and evaluation, business modelling techniques and commercially sustainable business model creation.		
	3	Commercialization of innovation and market launch: business resource identification, market strategies, prototyping, testing, product/service development.		
	4	Tools of innovative ideas for financing.		
The study course calendar	No	Topic	Type of assessment	
	1	The importance of innovation in business, innovative business strategies and innovation technologies.	Individual work; Individual work and the presentation	
	2	Innovative business idea generation, selection and evaluation, business modelling techniques and commercially sustainable business model creation.	Group work and the presentation	

	3	Commercialization of innovation and market launch: business resource identification, market strategies, prototyping, testing, product/service development.	Group work and the presentation			
	4	Tools of innovative ideas for financing.	Test			
Planned learning activities and teaching methods	Assessment of learning outcomes		Distribution (%)			
	Test		20%			
	Individual work; Individual work and the presentation		20%			
	Group work and the presentation		60%			
	Total (%):		100%			
	Teaching methods		Student workload (h)			
	Classes in the auditorium		10			
	Lecturer-led class discussion		6			
	Student-led class discussion		6			
	Industry representative -led discussion panel		2			
	Lecturer-led Individual assignments		10			
	Lecturer-led group assignments		20			
	Case study		6			
	Work in the library		20			
Total (h):		80				
Planned learning outcomes	No	Learning outcomes			No of study results	
	1	The students has comprehensive knowledge about the innovation, it's terminology and importance in business.			2	
	2	The student has the ability to apply techniques and theoretical knowledge in order to assess the market situation and to identify the needs of consumers for new products and services.			3, 5	
	3	The student is able to use the knowledge about innovation creation of new business ideas and business modelling in existing companies and new business creation.			4, 6	
	4	The student is able to create realistic business ideas and develop a plan for commercialization of innovation.			9, 13	
Assessment methods and criteria	Learning outcomes		1	2	3	4
	Assessment methods					
	Test					•
	Individual work; Individual work and the presentation		•			
Group work and the presentation			•	•	•	

<p>Mandatory and supplementary literature</p>	<p>1. Osterwalder A., Pigneur Y. (2010), Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers, John Wiley and Sons.</p> <p>2. Trott, P. (2021). Innovation Management and New Product Development, Pearson.</p> <p>3. studies.ba.lv. Moodle materials (case studies, articles, presentations, video, audio etc.)</p> <p>Other resources:</p> <p>1. Kenny, J. (2023). The Innovation Mindset: A Proven Method to Fuel Performance and Results, Page Two press.</p> <p>2. Oslo Manual 2018. Guidelines for Collecting, Reporting and Using Data on Innovation, 4th Edition</p> <p>3. Schilling, M. A. (2021). ISE Strategic Management of Technological Innovation, McGraw-Hill</p>
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