

## Course syllabus 3PO401 - Innovation and Entrepreneurship

Course title in Czech:	Inovace a podnikání
Course title in English:	Innovation and Entrepreneurship
Number of ECTS credits allocated:	5 (1 ECTS credit = 26 hours of workload)
Mode of delivery:	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
Level of course and year of study:	master (second cycle): 1

### **Aims of the course:**

This course focuses on acquiring competences useful in innovative entrepreneurship. Today's competitive environment requires organizations to systematically and continuously innovate to maintain a competitive advantage. This course offers a systemic view of innovation as a deliberate and controlled organizational process. It looks at how innovation can be managed and implemented through projects. A key part of the course is group work in which students develop an innovation project proposal for a specific organization. Through this problem-oriented work, students acquire the highly transferable ability to develop an innovation project.

The course content is divided into four modules. The first module presents a broad view of innovation with an emphasis on project approach. The second module focuses on the organisational environment for which innovations are designed (e.g. business processes, innovation culture). The third module deals with the implementation and evaluation of innovations. The fourth module discusses current innovation trends such as digital innovation or Industry 4.0. Sustainability and ethics are also emphasised. The course involves practitioners who convey current topics in innovation management.

Overall, the course provides an overview of the innovation process from conception to implementation through projects with a theoretical and practical dimension that is relevant to students regardless of their role in the organisation.

## **Learning outcomes and competences:**

Upon successful completion of the course, the student will be able to:

- Identify and defend an opportunity for innovation for a specific organizational context.
- Develop an innovation project plan for a specific organizational setting.
- Plan and conduct small-scale empirical research to support an innovation proposal.
- Apply concepts to systematically map the context for innovation.
- Explain the specifics associated with selected types of innovation (e.g., process innovation, digital innovation).

## **Course contents:**

### **Module 1: Innovation through Projects**

1. Innovation through projects
2. Design thinking and user research
3. Stage-gate, portfolios, and agile systems

### **Module 2: Innovation in organisations**

4. Innovation strategies, organisational culture
5. Business processes and process innovation
6. Business model innovation
7. Open innovation and ecosystems

### **Module 3: Implementation and evaluation**

8. Financing and implementation
9. Diffusion, adoption, and measuring innovation outcomes

### **Module 4: Innovation topics**

10. Digital innovation and transformation
11. AI, machine learning, and industry 4.0
12. Ethics and sustainability of innovation

**Learning activities, teaching methods and workload (hours):**

<b>Type of teaching method</b>	<b>Daily attendance</b>
Participation in lectures	26 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	16 h
Preparation of presentation	10 h
Preparation for final test	22 h
Innovation project development	30 h
<b>Total</b>	<b>130 h</b>

**Assessment methods and criteria:**

<b>Requirement type</b>	<b>Daily attendance</b>
Active lecture/seminar/workshop/tutorial participation	10 %
Presentation	20 %
Final test	30 %
Innovation project elaboration	40 %
<b>Total</b>	<b>100 %</b>

**Reading:**

Type	Author	Title	ISBN
RQ	BESSANT, J. R.; TIDD, Joseph	Innovation and entrepreneurship	978-1-118-99309-5
RQ	DOLEŽAL, Jan	Projektový management	978-80-271-3619-3
RE	CHESBROUGH, Henry William	Open services innovation : rethinking your business to grow and compete in a new era	978-0-470-90574-6
RE	DRUCKER, Peter Ferdinand	Innovation and entrepreneurship : practice and principles	978-1-138-01919-5
RE	ŠPAČEK, Miroslav; ČERVENÝ, Karel	Kreativní metody v inovacích	978-80-245-2322-4
RE	LOCH, Christoph H.; MEYER, Arnoud de; PICH, Michael T.	Managing the unknown : a new approach to managing high uncertainty and risk in projects	0-471-69305-7
RE	BESSANT, J. R.; TIDD, Joseph	Managing innovation : integrating technological, market and organizational change	978-1-118-36063-7
RE	CSIK, Michaela; FRANKENBERGER, Karolin; GASSMANN, Oliver	The business model navigator : 55 models that will revolutionise your business	978-1-292-06581-6
RE	CHRISTENSEN, Clayton M.; RAYNOR, Michael E.	The innovator's solution : creating and sustaining successful growth	978-1-4221-9657-1

RQ required

RE recommended