

Course title: Innovativeness of enterprises

37S10-INNPRZ;

fields of study: the 5<sup>th</sup> semester of Economics

ECTS credit allocation (and other scores): 2

Semester: spring

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences

Language: English

Number of hours per semester: 30

Course coordinator/ Department and e-mail: Phd Kamil Decyk – Department of Competitiveness of Economics  
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Type of classes: classes and lectures

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Substantive content:

CLASSES: Innovativeness of enterprises – the main definitions. New product planning: traditional and lateral approach. Identification of types and ways of creating innovative solutions. Creation of innovation according to lateral approach. Evaluating methods of innovative product design.

LECTURES: Scope and comparison of the assumptions of the Oslo Manual 3<sup>rd</sup> and 4<sup>th</sup> edition. Basic concepts concerning on innovativeness. Characteristics of innovative activity – sources, goals, enterprise expenditure, etc. Traditional and modern models of the innovation process.

Learning purpose: Achievement by students the basic knowledge about innovativeness. Student gains empirical and practical skills of analysis in this field.

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On completion of the study programme the graduate will gain:

Knowledge: Student knows: the elementary terminology related to the innovation innovativeness in extent aspects; how to use traditional and lateral approach for creation innovations; various innovation classification; evaluating methods of innovative product design.

Skills: Student is able to: diversify the types of innovation according to Oslo Manual 2005 and 2018 edition and to give examples of them; use knowledge about traditional and alternative forms to creating innovation; choose the best offer of innovative products and analyze the results of evaluation methods.

Social Competencies: Student: is creativity; is an active participant of workgroup; complements their knowledge and improves communicativeness.

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Basic literature:

1. *Oslo Manual. Guidelines for Collecting, Reporting and Using* 3<sup>rd</sup> and 4<sup>th</sup> edition, 2005, 2018. OECD.
2. Tidd J., Bessant J., Pavitt K. 2005. *Managing innovation. Integrating technological, market and organizational change*. J. Wiley & Sons Ltd., Chichester.
3. De Mel S., Mckenzie D., Woodruff C. 2009. *Innovative Firms or Innovative Owners? Determinants of Innovation in Micro, Small, and Medium Enterprises*. Discussion Paper No. 3962, World Bank Policy Research, Germany.



4. Decyk K. 2019. *The innovativeness of the service sector in the European Union countries*. Wyd. Uniwersytet Przyrodniczo-Humanistyczny w Siedlcach, 2019, vol. 49(122).

Supplementary literature:

1. Decyk K. 2020. *Competitiveness factors in the innovative enterprises in the north-east voivodeships in Poland*. Business: Theory and Practice. Vol. 21(2), p. 503-518.
  2. Chesbrough H. 2003. *Open innovation. The new imperative for creating and profiting from technology*. Harvard Business School Press, Boston.
  3. Tabarrok A. 2011. *Launching The Innovation Renaissance. A New Path to Bring Smart Ideas to Market Fast*. TED Books, Kindle Edition, november.
  4. Wise E., Høgenhaven C. 2008. *User-Driven Innovation Context and Cases in the Nordic Region*. Nordic Innovative Centre, Oslo.
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The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 33

Student's independent work: 21