Code	M17VFA02E	ECTS Credit	6	HUN Credit	6
Term:	**spring**		**Level:**	**4**	
Module Title:	**INNOVATION AND INNOVATION MANAGEMENT**				
Module Leader:	Dr. Attila Varga, DSc university professor Dr. Katalin Erdős, PhD assistant professor Dr. Kármen Kovács, PhD habil. associate professor Dr. Tamás Sebestyén, PhD habil. associate professor		**Office Hours:**		
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Short Description:	The course provides a structured insight into the most important topics of the subject. Besides the importance of understanding technological change and the introduction of basic concepts and approaches, high emphasis is put on microeconomic (market structure, diffusion, technology transfer, university-industry cooperation, externalities), macroeconomic (systems of innovation, innovation and growth), respectively on geographic aspects. During the course also practical problems of economic policy (technology policy, technology evaluation) and firm-level innovation management will be discussed in detail. Based on the knowledge gained through the course, students will be able to handle the importance of technological development, to participate in the decision making and evaluation of innovation policy and to manage innovation processes of companies.				

Sessions (weeks): 14

Schedule is tentative and subject to change.

1.	Definition of innovation. Systems of innovation
2.	Systems of Innovation (cont.). Geographic dimension of innovation (Student presentations of readings 1, 2, 3, 4)
3.	Measuring innovation (Group work)
4.	Innovation and co-operation (Student presentations of readings 5, 6)
5.	Entrepreneur, company size and innovation (Student presentations of readings 7, 8)

6.	Innovation policy (Student presentations of readings 9, 10, 11)
7.	Innovation policy evaluation (Group work)
8.	Organizational frameworks of innovation (Student presentations of readings 12, 13) (Group work)
9.	From product development to innovation marketing (Student presentations of readings 14, 15) (Group work)
10.	Innovation, company performance and competitiveness (Student presentations of readings 16, 17) (Group work)
11.	Universities and innovation (Student presentations of readings 18, 19)
12.	Social and sustainable innovations (Group work)

Rationale Including Aims:	This course aims to provide students the knowledge needed to understand and manage innovation processes in the global economy. It is intended to highlight macro and micro level aspects of innovation in order to enable students to be fully fledged actors of innovation. The course targets that students (among others) • understand the essence of innovation • grasp global effects of innovation • determine the system level causes of inefficiencies in innovation • appreciate the feedback from their peers and external evaluators • work effectively as a team
Learning Outcomes: Knowledge	• **Recognize** the role of innovation in company and economic growth • **Discuss** the roles of actors in innovation systems • **Describe** the mechanisms of value creation through innovation • **Demonstrate** the ability to participate in innovation management teams • **Prepare** and deliver persuasive presentations
Learning Outcomes: **Skills**	• **Analyze** complex innovative processes • **Articulate** the value of innovation in company and economic growth • **Identify** and **assess** opportunities for innovation • **Use** the vocabulary of innovation and innovation management

Teaching and Learning Strategies:	Students will have to engage in individual and team work as well. It is required that students prepare for the classes ahead by reading the required materials and thinking about questions for discussion. Preparing in advance enables students to actively participate in group discourse that also develops their critical thinking. Real-life case studies contribute to the development of analytical and complex thinking of students.
Assessment Scheme:	Student presentations (25%) Should the student miss the presentation without doctor's justification, the student gets 0 for the presentation assessment element. If the student has a doctor's justification for the absence, the student has the opportunity to submit a 2 pages summary of the reading to be presented. The submission deadline is one week after the presentation was due. The maximum attainable result for the assignment is 80% of the original value. Should the student miss this deadline, the student gets 0 for the presentation assessment element. Group work (25%) Should the student miss the group work without doctor's justification, the student gets 0 for the group work assessment element. If the student has a doctor's justification for the absence, the student has the opportunity to submit a 2 pages summary on the topic of the group work. The submission deadline is one week after the group work submission was due. The maximum attainable result for the assignment is 80% of the original value. Should the student miss this deadline, the student gets 0 for the group work assessment element. Final exam (50%) The final exam consists of essay questions, so answers have to be fully elaborated, not just keywords listed. Should the student fail the final exam, there is one retake opportunity in the examination period.
Further on Assessment:	Student presentations will be evaluated equally based on the following three criteria: - quality of literature review - presentation style - own elaboration, thoughts
Core Learning Materials:	• Freeman, C. – Soete, L.: *The economics or industrial innovation*, Routledge, London and New York 2004 • Maital, S. – Seshadri, D. V. R. (2014): *Innovation Management: Strategies, Concepts and Tools for Growth and Profit.* 2. ed., 2. print. Los Angeles: SAGE. ISBN 978 81 321 0722 4

	• Polenske, K. R. (ed.): *The economic geography of innovation*, Cambridge University Press 2007 • Swann, G. M. P.: *The Economics of Innovation*. Edward Elgar Cheltenham, UK, Northampton, MA, USA 2009 • Tidd, J. – Bessant, J. (2014): *Managing innovation: integrating technological, market and organizational change*. 5., reprinted ed. Chichester: Wiley. (Includes interactive e-book) ISBN 978 1 118 36063 7
Further Reading Materials:	• Hashi, I.– Stojcic, N. (2013): The impact of innovation activities on firm performance using a multi-stage model: Evidence from Community Innovation Survey 4. Research Policy, Vol. 42. No. 2. 353–366. • Kemp, R. G. M.– Folkeringa, M.– De Jong, J. P. J.– Wubben, E. F. M (2003): Innovation and firm performance. Scales research reports. Zoetermeer: EIM business and policy research. SCALES -paper N200213. http://www.entrepreneurship-sme.eu/pdf-ez/N200213.pdf. • Klomp, L.– Leeuwen, van G. (2001): Linking innovation and firm performance: a new approach. International Journal of the Economics of Business, Vol. No. 3. 343–364.