

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/011AM/21	Course title: Innovation Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I., II.	
Prerequisites:	
Course requirements: Introductory presentation: 20%, Practical team project mid-term presentation: 30%, Practical team project final presentation: 30%, Final test: 20%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
Learning outcomes: Considering the importance of innovation for the company as for the whole society, the course aims to awake the spirit of innovation and openness to change in students. Students would learn how to search for innovative and entrepreneurial opportunities, incorporate a systematic approach to the management of innovation and change in existing businesses, respectively build new entrepreneurial ventures based on innovative ideas and create a viable business model that enables innovation to succeed in the real world. The course deals with innovation and related changes rather from the perspective of strategic management, then from a technical point of view. The course utilizes lectures, video presentations, in-class discussions, independent reading, and students' presentations.	
Class syllabus: 1. Introduction. Information about the Course and Evaluation. 2. Definition, Importance, and Types of Innovation. 3. Innovation Strategies. 4. Methods of Strategic Innovation Management. 5. The Open Innovation. The Lead-user Innovation. 6. Business Model Innovation. 7. Process and Organization of Innovation. 8. Methods in the Initial Phase of the Innovation Process. 9. Methods in the Implementation Phase of the Innovation Process. 10. Application of Selected Innovation Methods. 11. Service Innovation. 12. Review Session. Final Evaluation.	

Recommended literature:

Essential reading:

- [1] CHESBROUGH, H. W. Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era. 2nd ed. Hoboken: Jossey-Bass, 2010.
- [2] DODGSON, M., GANN, D., PHILLIPS, N. (ed.). The Oxford Handbook of Innovation Management. Oxford: Oxford University Press, 2015. ISBN 978-0-19-874649-2.
- [3] DORNBERGER, U., SUVELZA, A. Managing the Fuzzy Front-End of Innovation. Leipzig: Leipzig University, 2012. ISBN 3-934693-23-7.
- [4] TROTT, P. Innovation Management and New Product Development. 6th ed. Harlow: Pearson Education, 2017. ISBN 978-1292133423.

Optional reading:

- [1] CHESBROUGH, H. W., VANHAVERBEKE, W., WEST, J. Open Innovation: Researching a New Paradigm. Oxford: Oxford University Press, 2006.
- [2] VON HIPPEL, E. Free Innovation. Cambridge: The MIT Press, 2016. 236 pages. (online at: <http://web.mit.edu/evhippel/www/>).

Other materials distributed throughout the semester to individual problem areas. The minimum condition is the possibility of student access to the internet through the Comenius University network.

- [1] CHESBROUGH, H. W. Business model innovation: it's not just about technology anymore. In: Strategy & Leadership. Chicago, 2007. Vol. 35, Iss. 6; p. 12.
- [2] CHESBROUGH, H. W. Business Model Innovation: Opportunities and Barriers. In: Long Range Planning. London, Apr-Jun 2010. Vol. 43, Iss. 2/3; p. 354.
- [3] CHESBROUGH, H. W. Why Companies Should Have Open Business Models. In: MIT Sloan Management Review. Cambridge, Winter 2007. Vol. 48, Iss. 2; p. 22-28.
- [4] CHRISTENSEN, C., RAYNOR, M. The Innovator's Solution. Cambridge: Harvard Business School Press, 2003.
- [5] MULLINS, J. W., KOMISAR, R. A. Business Plan? Or a Journey to Plan B? In: MIT Sloan Management Review. Cambridge, Spring 2010. Vol. 51, Iss. 3; p. 1-6.
- [6] OSTERWALDER, A., PIGNEUR, Y., TUCCI, Ch. L. Clarifying Business Models: Origins, Present, and Future of the Concept. In: Communications of the Association for Information Systems. Atlanta, 2005. Vol. 16; p. 1-25.

Internet sources: <https://www.strategyzer.com>

Videos: VON HIPPEL, Eric: Basing New Commercial Products on "Lead User" Innovations. Free Teaching Materials. (online at: <http://evhippel.mit.edu/teaching>).

Languages necessary to complete the course:

English language.

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge.* Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, *a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject.* Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

Notes:

The course is offered only in the winter semester and is taught only in the English language. The course is taught in a combined method, onsite and online using the MS Teams / MS Office applications in the winter semester 2023/2024.

To participate in the online teaching, it is necessary to have a microphone and a camera, for which a regular mobile phone is sufficient, during presentations it is necessary to share a PC screen. Any further technical details will be specified at the introductory seminar.

In compliance with the regulations of the internal regulation No. 16/2017 Rector's Directive Comenius University in Bratislava Full reading of the internal regulation No. 23/2016 Rector's Directive Comenius University in Bratislava, which issues the Code of Ethics of the Comenius University in Bratislava as read in supplement No. 1, every student acquires his/her study results honestly; does not cheat and use dishonest practices during any form of assessment of his/her acquired knowledge. Cases of breaking the Code of Ethics of Comenius University can be judged as breaking the duties following from legal regulations, (...). Such judgement may be connected with enforcing accompanying legal consequences on academic, (...) disciplinary level.

In accordance with the regulations of the internal regulation No. 13/2018 approved by the Academic senate of Comenius University in Bratislava the Disciplinary Regulations of Comenius University in Bratislava for Students, a disciplinary offence of a student is any form of copying or forbidden cooperation or providing answers during written or oral examination (assessment of knowledge) or during preparation for it within the course, or using technical devices or any information carriers in other than allowed ways during written or oral evaluation of study results (assessment of knowledge) or during preparation for it within the course. Committing a disciplinary offence may lead to imposing some disciplinary precautions on the student: admonition, conditional suspension of studies or dismissal from studies.

Past grade distribution

Total number of evaluated students: 131

A	ABS	B	C	D	E	FX	M
69,47	0,0	23,66	4,58	2,29	0,0	0,0	0,0

Lecturers: Mgr. Yuliia Fedorova, PhD.

Last change: 11.09.2025

Approved by: