



VILNIAUS
KOLEGIJA

VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

STUDY SUBJECT/MODULE PROGRAMME (SSMP)

Entitlement

Innovation and New Product Creation

Prerequisites

B1 level of English language. Management, Economics, Marketing, Management of Financial and Material Resources.

Main aim

Develop innovation management and new product development skills of international business specialist.

Summary

Study module consists of: Innovation (IN) and Business Practical Training (IB). In IN part students analyse innovation process and will develop competences and skills of innovation development, organisation and implementation in business. In IB course, students analyse and evaluate business environment, lead established imitation enterprise, manage financial and material resources, analyse and evaluate business results.

Learning Outcomes

1. Evaluate innovation development opportunities in organizations and prepare plan to increase general organization's innovativeness.
2. Analyse and evaluate business ideas and emerging business opportunities taking into account the determinants of innovation, types of innovation and their importance for business development.
3. Assess innovation management psychological and social factors, obstacles and incentives.
4. Using the innovation process model, prepare a plan for the implementation of innovations in the enterprise.
5. Conduct market research and form company's image. Analyse the competitive environment and conclude purchase / sale transactions with foreign enterprises; develop new products in line with international markets and organize control processes.
6. Evaluate suppliers and manage the purchase and sale of inventory; prepare cooperation agreements with enterprises, acting in the global network; prepare commercial and other offers.
7. Create a proper organizational structure of the company and to shape the vision, mission and goals of the company; prepare personnel documents and organize the company's personnel management processes.
8. Analyse, evaluate and calculate the company's financial indicators; apply the existing legal documents governing the company's financial activities.

Syllabus

1. Business Practical Training (IB)

1.1. IB and SIMULITH network functions. Structure of world network.

1.2. Human resources management. Organizational and management structure. Working with employees.

1.3. Marketing management. Collaboration and innovation in international market. Competitive analysis.

1.4. Sale and purchase organization and analysis.

1.5. Management of company's finances. Taxes and control functions.

2. Innovation (IN)

2.1. Concept, theories and models of innovation.

2.2. Innovation strategies and their implementation.

2.3. Innovative organization. Formation and implementation of innovation policy.

2.4. Innovation search areas. Networks of innovation. Open innovations.

2.5. Product and service innovation management. New product development.

2.6. Innovation and business opportunities in an international context.

2.7. Added value of innovation.

Evaluation procedure of knowledge and abilities

Examination