

# Managing Innovation

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# Consultancy Hours

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- Tuesday 10:00 – 11:00, office B303
- Materials for studying
- Moodle – e-learning

**<https://elearning.opf.slu.cz/>**

# Literature

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## □ **Compulsory:**

- TIDD, J. and J. BESSANT. *Strategic innovation management*. Chichester: John Wiley, 2014. ISBN 978-1-118-45723-8.

## □ **Recommended:**

- GAULT, F. . *Innovation Strategies for a Global Economy: Development, Implementation, Measurement and Management*. IDRC, 2010. ISBN 978-1552504840.
- LAZZARETTI, L. *Creative Industries and Innovation in Europe: Concepts, Measures and comparative Case Studies..* Italy: Routledge, 2012. ISBN 978-0415677400.
- SALMAN, G., ASCH, D. *Strategy and capability: sustaining organizational chase*. Oxford: Blackwell Publishing, 2003. ISBN 0-631-22845-4.



# Structure of lectures

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- 24. 2. Requirements + Introduction
- 3. 3. Top ten themes of business innovation and entrepreneurship
- 10. 3. Understanding innovation
- 17. 3. Success of company
- 24. 3. Promotion and sales
- 31. 3. Delivery and operations
- 7. 4. Capacity of production lines



# Structure of lectures

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- 14. 4. Investment spending and economies of scale
- 21. 4. Innovation strategy
- 28. 4. Methods and techniques in innovation management
- 5. 5. Intellectual property + Seminar work presentations
- 12. 5. Seminar work presentations
- 19. 5. Possibility to write examination test



# Requirements

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- **Seminar work (25 points)**
- **Final written exam (30 points)**



# Evaluation

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- 55 – 48 points: A
- 47 – 43 points: B
- 42 – 38 points: C
- 37 – 34 points: D
- 33 - 30 points: E



# Requirements

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- Seminar work (presentations within 12. 5. 2021, 10 – 15 pages to selected topic, 14 - 16 min. presentation Power-Point)
- Examination test: 19. 5. 2021 or June 2021



# Seminar work evaluation

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- Presentation at the right time: **5 points**
- 10 – 15 pages to selected topic (printed version + power point presentation sent to my email): **10 points**
- 14 - 16 min. presentation: **10 points**



# Seminar work – topics

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- ❑ Innovation as a factor of competitiveness
- ❑ The concept of innovation and types of innovation
- ❑ Product innovation
- ❑ Process innovation
- ❑ Organizational innovation
- ❑ Marketing innovation
- ❑ Innovation theories
- ❑ Major innovations in the 20th century
- ❑ Major innovations in the 21st century
- ❑ Innovation support from European funds
- ❑ Innovation systems (national, regional, innovation networks)
- ❑ Closed and open innovations
- ❑ Factors affecting the innovation activities of enterprises
- ❑ Innovative enterprise
- ❑ Innovations in a chosen industry
- ❑ Innovation system of a chosen country

# Innovation - Introduction

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- ❑ The basic goal of innovation is to create a value for business.
- ❑ Schumpeter (1883 – 1950) – pioneer of theory of innovations
- ❑ Schumpeter – Innovation as creating new combinations. Innovation is associated with a breakthrough or incremental innovation that occurs at any stage, such as production, process, or organization.
- ❑ Innovation can be examined from different perspectives. Innovation means the process of putting any new idea into practice.
- ❑ Innovation: Activities and processes of creating and implementing new knowledge to produce distinctive products, services and processes that meet customer needs and preferences in various ways, as well as more sophisticated processes, structures and technologies in a way that can bring prosperity among individuals, groups and society as a whole.
- ❑ Innovation can be radical or incremental.
- ❑ The most important factor in organizational knowledge is human capital.