



## Management of Technology Innovation and Creativity Syllabus

<b>1. Module Title</b>	Management of Technology Innovation and Creativity	<b>2. Module Code</b>	
<b>3. Academic Year, Semester, Module Status</b>	2023-24 Fall semester, Full-time		
<b>4. Aims and Learning Outcomes</b>	The course will provide students with knowledge, understanding, and real-life examples of how creative technology innovation shaped and continues to shape business management. Students will learn how new technology is applied in companies to support organizational growth, improve existing technological solutions, increase productivity and performance, and transform the world of business. This course aims to prepare students to successfully identify business applications, as well as opportunities and risks connected with new technology that is continuously being developed.		
<b>Knowledge</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Understands the key theories regarding functioning, transformation, and development of technology in a business environment	EP-1	K_W04	Midterm essay
2. Has in-depth knowledge of organizational structures, as well as the determinants of the decision-making process related to technology implementation	EP-2	K_W05	Midterm essay
3. Has in-depth knowledge of the functioning of enterprise on the domestic and international market, including economic, legal, ethical and other conditions and relations between an enterprise and its environment	EP-3	K_W07	Research project
4. Has in-depth understanding of the principles of creating and developing technological entrepreneurship, using knowledge of technology, economics, law, and management	EP-4	K_W16	Research project
5. Has in-depth knowledge of internal and external development conditions for managing technological transformation of organizations, including the criteria for creating new business initiatives	EP-5	K_W17	Research project
<b>Skills</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Is able to find solutions to a specific problem in the organization and conduct a critical effectiveness	EP-6	K_U06	Midterm essay

assessment of the proposed solutions, including challenges, risks, and consequences of their implementation			
2. Is able to manage organizational resources while making strategic decisions relating to technology implementation	EP-7	K_U10	Midterm essay
3. Is able to individually, and as a team, prepare high-quality business documents and oral presentations, as well as conduct meaningful conversations about technology management	EP-8	K_U13	Active participation Research project
4. Is able to use advanced knowledge about the functioning of the organization in practice	EP-9	K_U16	Research project
<b>Social Competencies</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Is able to solve cognitive and practical problems in the organization through knowledge gained from individual research and critical assessment of expert opinions, and in consequence present his/her own opinions and technological solutions	EP-10	K_K02	Active participation <u>Midterm essay</u>
2. Is able to implement an entrepreneurial mindset to drive technological transformation of a business in accordance with ESG criteria and accepted norms and rules	EP-11	K_K04	Active participation <u>Research project</u>
<b>5. Module Coordinator</b>	<b>Name</b>		<b>E-mail</b>
	Mgr Bogusław Kułakowski, MBA		boguslaw.kulakowski@lazarski.pl
<b>6. Lecturer</b>	<b>Name</b>		<b>E-mail</b>
	Mgr Bogusław Kułakowski, MBA		boguslaw.kulakowski@lazarski.pl
<b>7. Module Level</b>	<b>Masters</b>		<b>Bachelors</b>
	X		
<b>8. Year and Programme</b>	<b>Year</b>		<b>Programme</b>
	2		Big Data Management
<b>9. Module Content</b>			
<b>#</b>	<b>Topics Discussed</b>		<b>Hours</b>
<b>Seminar</b>			
	1 Introduction to technology innovation. Importance and Impact of Technological Innovation. Sources of Innovation. 2 Translating Creativity Into Innovation. Types of Innovation. 3 Marketing and Innovation. Science, Technology and Business Innovation. 4 Green Energy – opportunities and challenges. Timing of Entry. 5 Defining the Organization’s Strategic Direction. Choosing Innovation Projects. 6 Case study – MNOs (Mobile Network Operators). 7 <b>Midterm essay due, discussion.</b> 8 Managing R&D and New Product Development Process and Teams. 9 Case study - Electronic Banking Industry, Mobile Payments. 10 IP Rights, Management of Innovation. Innovation and Project Management. 11 Internationalization of R&D. M&A and Innovation. Protecting Innovation.		2.5 h per each topic 30 h total

<b>12 Final presentations, discussion.</b>			
<b>10. Individual Student's Work</b>			
<b>#</b>	<b>Description</b>	<b>Hours</b>	
1.	Work on the midterm essay	15	
2.	Work on the research project and group presentation	30	
<b>11. Assessment Methods</b>	Active participation (20%) Midterm essay (30%) Research project and group presentation (50%)		
<b>12. Assessment Criteria</b>	In order to pass the course, students should score at least 50 of the 100 points available as the total grade for the semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 grade with fewer points.		
<b>13. ECTS Credits</b>	3		
		<b>Hours</b>	<b>ECTS</b>
	<b>Contact Hours</b>		
	Seminar	30	1,2
	<b>Other Kind of Student's Activity</b>		
	Individual Student's Work	45	1,8
	<b>SUM</b>	75	3
<b>14. Required Readings</b>	1. Strategic Management of Technological Innovation, 6th Edition, Melissa Schilling, ISBN-13: 978-1260087956		
<b>15. Recommended Readings</b>	1. The Oxford Handbook of Innovation Management, 1st Edition, Mark Dodgson, David Gann, Nelson Phillips,  ISBN-13: 978-0199694945		
<b>16. Place where module is run</b>	LU campus		
<b>17. Other</b>			