

**Educational Establishment
«Grodno State Agrarian University»**

APPROVED BY
Rector of Grodno State Agrarian
University

_____ **V.K. Pestis**

Registration №

**INNOVATIVE DEVELOPMENT OF THE ORGANIZATION
(ENTERPRISE)**

SPECIALTY 1-25 80 01 "ECONOMICS"

Grodno 2019

CONPOSED BY:

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IT HAS BEEN RECOMMENDED TO CONFIRMING BY:

Department of management, marketing and law
(protocol № 1 from 02.09.2019)

Methodical council of Establishment of education « Grodno State Agrarian University »
(protocol № from)

1. EXPLANATORY NOTE

1.1 Goals and objectives of the training discipline

The purpose of the discipline is to acquire professional knowledge and competences by masters, ensuring the evolution of the intellectual potential of the individual, the formation of professional innovative thinking, which allows to justify the innovative strategy of the development of an organization (enterprise), to take into account the latest economic trends, to respond flexibly to them, to be able to make decisions in conditions of uncertainty of the external environment.

To achieve the goal, the following objectives must be achieved:

- To create new competencies that correspond to trends in technological, innovative and economic development;
- To develop the ability of master students to generate and implement new ideas that increase the competitiveness of the organization (enterprise).

1.2. The place of training discipline in the system of training of specialists, relations with other training disciplines

Knowledge of the problems of innovation economy, innovation management is currently a promising direction for the study and research. The discipline "Innovative development of the organization (enterprise)" is closely related to a number of other economic disciplines. Among them are the following: "Modern problems of innovative economy," Institutional analysis, "Forecasting of the national economy."

1.3. Competency requirements (according to the educational standard of the specialty)

The Master shall have the following universal competences (hereinafter - CC):

UK-1. Be able to apply methods of scientific knowledge (analysis, comparison, systematization, abstraction, modeling, validation of data, decision-making, etc.) in independent research activities, generate and implement innovative ideas.

UK-2. Independently study new methods of economic design, research, organization of production.

UK-3. Take the initiative, including in risk situations, to address problem situations through an innovative approach.

UK-4. Use fundamental economic knowledge in professional activities.

The Master must have the following advanced professional competences (hereinafter referred to as CPC):

UPK-1. To be able to analyze the behavior of economic entities in conditions of different types of market structures, study and develop a market strategy of the organization, to assess the consequences of state microeconomic policy.

UPK-2. To be able to analyze the peculiarities of macroeconomic policies under different basic conditions of economy functioning, to develop macroeconomic policy measures.

UPK-3. Be able to identify the main patterns and trends in the development of the national economy, use forecasting methods, use computer software to build models for forecasting the development of the national economy.

UPK-4. To be able to develop and implement innovative and venture capital projects, to form and develop competitive advantages of the organization on the basis of innovative solutions, to master new market segments of innovative products and services.

UPK-5. Be able to carry out data analysis to solve economic, managerial, research problems.

As a result of studying the subject, the student must:

- To know:
 - Modern features of the innovation economy functioning;
 - Modern concepts of innovation, understand the mechanism of influence of technological patterns on economic structure, economic growth and competitiveness of the economy;
 - Peculiarities of innovation activity of the organization;
 - Basic tools for managing the innovation activity of the organization (enterprise);
 - Peculiarities of formation and implementation of innovative strategy of the organization (enterprise).
- To be able to:
 - to carry out analysis of innovative development of the organization (enterprise);
 - to evaluate the indicators characterizing the innovation activity of the organization (enterprise);
 - conduct research and evaluation of innovation activity of organizations;
 - conduct an analysis of the competitiveness of innovative products.
- To possess skills:
 - Modeling of evaluation of innovation potential and innovation activity of enterprises;
 - Modeling support for innovation.

1.4. Structure of a subject

The discipline «Innovative development of the organization (enterprise)» is based on the competences «Microeconomics», «Macroeconomic», «Fundamentals of management theory».

1.5 Methods (technology) of training

The process of education consist of lectures, practical trainings, self-training.

The main methods (technologies) of training are:

- elements of problem thinking (problem solving, alternative statement, partial and search method) realized at lectures;
- the elements of educational and research activity and creative approach realized on a practical training and during the self-work;
- the design technologies used in the analysis of concrete object or situation, realized when performing settlement works.

1.6 Organization of self-work

When studying discipline the following forms of independent work of students are used:

- Preparation for a practical training;
- Preparation of the paper work;
- Preparation for modules;
- Using written and Internet resources.

1.7 Diagnostics of students competences

The total assessment of educational achievements and knowledge of students is made at passing an examination.

The total time of the course is 102 hours. Auditory – 36 hours (including 18 hours of lectures, 18 hours - practical).

2. APPROXIMATE THEMATIC PLAN OF DISCIPLINE

Subject	The quantity of classroom hours		
	classroom	including	
		lectures	practical
1.Introduction to the course. The essence of innovation in today 's digital transformation of society.	4	2	2
Innovation activity of the organization (enterprise): essence, problems, prospects	4	2	2
3.Organization innovation management (enterprise)	4	2	2
4.Innovation tools.	4	2	2
5.Innovative strategy selection and project management	4	2	2
6. Innovation organization (enterprise) HR management	4	2	2
7. Marketing in the markets of high-tech and innovative products.	4	2	2
8. Competitiveness of innovative products: essence, problems, prospects	8	4	4
Total	36	18	18

3. CONTENT OF EDUCATIONAL MATERIAL

1. Introduction to the course. The essence of innovation in today 's digital transformation of society.

Subject, subject, and course content. Goals and objectives of discipline, its role in training masters. Connection with other sciences and educational disciplines. Course structure and logic, description of expected results.

Importance of innovation development in modern conditions. Essence and content of innovation. Types of innovation. Scientific activity. Scientific research or research work. Development. Scientific services (scientific and technical service). Innovation features. Innovation process. Content and structure of the innovation process. Commercialization of innovation. Factors influencing the innovation process.

2. Innovation activity of the organization (enterprise): essence, problems, prospects

Concept, goals, actors of innovation. Stages of innovation development. Peculiarities of innovation activity of the organization (enterprise). The main sources of innovation activity. Reasons for initiating innovation. The main sources of financing of innovation activity of the organization (enterprises).

3. Organization innovation management (enterprise)

Essence and peculiarities of innovation management in the organization (in the enterprise). Forecasting and planning of innovations. The concept of innovation organization. Organizational forms of innovative development. Risk management in innovation. Risk management techniques. Key steps in managing innovation. Evaluation of innovation performance in the organization (enterprise). Creation of favorable conditions for the development of innovative activity.

4. Innovation tools.

Creativity is the foundation of innovation. Signs of creativity. Ability to collect information. Essence and main features of innovative potential of the organization (enterprise). Main tools for developing the innovative potential of an organization (enterprise).

Creative development tools. Brainstorming. Nominal group method. Delphi 's method. Managing the search for ideas.

5. Innovative strategy selection and project management

Essence of innovative strategy of organization (enterprise). Types of innovative strategies. Peculiarities of selection of innovative strategy of the organization (enterprise). Mechanism of implementation of innovative strategy of the organization (enterprise).

Concept and essence of innovative projects. Essence and principles of innovation project management. Procedure for development of innovation project. Management of implementation of innovative projects. Monitoring of innovative project implementation.

6. Innovation organization (enterprise) HR management

Theoretical aspects of personnel management of innovation organization (enterprise). Main features of personnel selection in innovation organization. Motivation of the staff of the innovative organization: the main features. Employee evaluation. Staff training and development. Methods of stimulating the work of the personnel of the innovation organization (enterprise). Knowledge management.

7. Marketing in the markets of high-tech and innovative products.

Theoretical and methodological aspects of marketing management in the market of innovative products. Concept and management of innovative marketing. Strategic innovation marketing. Operational innovation marketing. Main marketing tasks depending on the stage of innovation process. Promotion of innovations to the market. Main features of markets of innovative and high-tech products. Market positioning of an innovative product.

8. Competitiveness of innovative products: essence, problems, prospects

Essence and importance of competitiveness in modern conditions.

Concept and types of competitive advantage. Competitive advantage management. Assessment of the level of competitiveness of innovations.

Competition strategy and tactics. Strategies of competitive behavior of firms in the market. Peculiarities of organization and functioning of firms of violents, patents, kommuntants, explerents.

4. ADDITIONAL INFORMATION

4.1 LITERATURE

1. Collings N. Innovation Management in the Knowledge Economy (Technology Management, 7), 2003
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