DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	**Assoc. Prof. Dr. Sc. Natalia Tutek**	
Name of the College	**Management Knowledge and Innovation**	
Study program	**Professional Graduate Study - Business Management - MBA**	
Status of the College	**Mandatory**	
Code	**MBA-MZI-18**	
Year	**Year 2**	
Point value and method of teaching	**ECTS Student Workload Coefficient**	**5**
	Number of hours (P+H+S)	**28+28+0**

DESCRIPTION OF THE COLLEGE
1.1. *Objectives of the course*
Through the course, students are introduced to the concept of the knowledge society and the terminology necessary for the successful application of knowledge and concepts in knowledge and innovation management in the organizational environment. The course offers students an insight into different approaches to knowledge and innovation, based on the real experiences of leading organizations.
1.2. *Requirements for enrolment in the course*
Enrolled in professional graduate study
1.3. *Expected learning outcomes for the course*
Learning outcomes mean the knowledge, skills and competencies that a student has acquired by fulfilling obligations and passing exams in the subject of Knowledge and Innovation Management, which means that students are able to: **I1 Analyze knowledge management models.** **I2 Distinguish between types of knowledge and innovation in different organizational forms.**

I3	**Develop a strategic knowledge management plan.**
I4	**Assess the main challenges of innovation management and recommend a solution to deal with them.**
I5	**Design an innovation strategy taking into account the associated risks and the regulatory framework.**
I6	**Propose a plan for the introduction of a new product or service based on the categorization of the steps of the innovation process.**

1.4. *The content of the course*

Name of the whole	Week	Topic name / Literature	Number of hours	Learning Outcomes
SOURCES OF KNOWLEDGE	1	TAX	1	I1
	1	INFORMATION	1	I1
	2	KNOWLEDGE	2	I1
KNOWLEDGE MANAGEMENT	3	BUSINESS INTELLIGENCE	1	I2
	3	RESEARCH	1	I2
	4	BIG DATA	2	I2
TYPES OF KNOWLEDGE	5	MIS	1	I3
	5	CRM	1	I3
	6	DATABASES	1	I3
	6	STRATEGIC RESEARCH	1	I3
THE CHALLENGES OF INNOVATION MANAGEMENT	9	STP	1	I4
	9	MICHAEL PORTER'S 5 COMPETITIVE STRENGTHS	1	I4
	10	THERE ARE THREE GENERIC STRATEGIES.	1	I4
INNOVATION STRATEGY	10	ANSOFF'S STRATEGY	1	I5

	11	PRODUCT DEVELOPMENT	1	I5
	11	MARKET DEVELOPMENT	1	I5
NEW PRODUCT DEVELOPMENT	12	DEVELOPMENT ORGANIZATION	1	I6
	12	STRATEGY	1	I6
	13	THE PROCESS OF DEVELOPING A NEW PRODUCT	2	I6

1.5. *Types of teaching (put X)*	☒ Lectures ☐ Seminars and workshops ☒ Exercises ☐ Distance education ☐ Field Teaching	☒ Independent tasks ☐ Multimedia & Network ☐ Laboratory ☐ mentoring work ☐ other _____

1.6. *Obligations of students*

Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are:
ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum commitments are;

- *Full-time students must attend at least 70% of the total number of classes to be eligible to sign.*
- *Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.*

EXAM: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.
**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*
INDIVIDUAL PROJECT: the student is obliged to participate in an individual project that verifies the practical application of knowledge.

1.7. *Monitoring of student work (add X with the appropriate form of monitoring)*

Attendance	x	Teaching activity		Term paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Design	x	Continuous assessment of knowledge		Paper		Practical work	
Portfolio							

1.8. *Assessment and evaluation of students' work during classes and at the final exam*

Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences.

The linking of learning outcomes, teaching methods and assessment of learning outcomes is performed as follows:

	Attendance	Written exam	Design	Practical work	Total
I1		16			16
I2		16			16
I3		16			16
I4			16		16

I5			16		16
I6			16		16
OUT OF THE BOX	4				4
TOTAL	4	48	48		100

FORMS OF TRACKING	*NAME OF LEARNING OUTCOMES*	TEACHING METHOD	METHOD OF ASSESSMENT KNOWLEDGE	Maximum number of rating points
Written exam	*OUTCOME 1 Analyze knowledge management models.*	*Lecture*	*Exam in the form of an essay on a given topic: essay-type questions are used to check the adoption of theoretical concepts of knowledge and innovation management*	*64*
		Discussion		
		Open questions		
	OUTCOME 2 Distinguish between types of knowledge and innovation in different organizational forms.	*Lecture*		
		Discussion		
		Open questions		
	OUTCOME 3 Develop a strategic knowledge management plan.	*Lecture*		
		Discussion		
		Open questions		
Design	*OUTCOME 4 Assess the main challenges of innovation management and recommend a solution to deal with them.*	*Discussion*		
		Open questions		

	OUTCOME 5 *Design an innovation strategy taking into account the associated risks and the regulatory framework.*	*Discussion*	*Individual project: the project tests the practical application of knowledge and understanding*	*16*
		Open questions		
Design	*OUTCOME 6* *Propose a plan for the introduction of a new product or service based on the categorization of the steps of the innovation process.*	*Discussion*	*Individual project: the project tests the practical application of knowledge and understanding*	*16*
		Open questions		
Attendance	*All outcomes*	*Lectures and exercises*	*Attendance records*	*4*
			TOTAL POINTS	***100***

Type of student workload	***Hours of student workload***	***ECTS credits***
Attending face-to-face classes	56	1,86
Field trips/visits outside the college	0	0
Independent study/research	30	1
Out-of-classroom preparation and preparation of seminars/presentations	0	0
Work on an out-of-classroom project assignment	0	0
Independent preparation for exams and exam time	60	2

Consultation activities	4	0,14
Other	0	0
TOTAL ECTS credits	**150**	**5**

JUDGING:

In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.

Grades are calculated based on the following distribution of points:

NUMBER OF POINTS	*RATING*
0,00 – 53,90	*Insufficient (1)*
54,00 – 64,90	*Sufficient (2)*
65,00 – 79,90	*Good (3)*
80,00 – 89,90	*Very Good (4)*
90.00 and more	*Excellent (5)*

The evaluation is carried out in a transparent manner by collecting points. The course is valued with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity by which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is an additional number of points to the total number of points achieved according to the learning outcomes.

Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.

1.9. *Required literature and number of copies in relation to the number of students currently attending classes in the course*

Title	*Number of copies*	*Number of students*
Internal materials - presentations	*5** **students receive compulsory literature in permanent ownership*	*60*
Galović, T: Introduction to Enterprise Innovation, 2016, Rijeka	*5** **students receive compulsory literature in permanent ownership*	60

1.10. Supplementary literature

Prester, J. Innovation Management, 2010, Sinergija Zagreb

North, K. Knowledge Management, 2007, Slap Publishing House, Zagreb

1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences

- *processing and analysis of exam results,*
- *conducting a survey among students,*
- *evaluation and self-evaluation of teachers,*
- *the results achieved, the level of understanding and knowledge during the project development,*
- *the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),*
- *analysis of the reports of the head of the quality center, and*
- *Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.*