



LITHUANIA BUSINESS COLLEGE

DESCRIPTION OF STUDY MODULE (FOR ERASMUS+)

INNOVATION MANAGEMENT

Volume of subject	6.0 ECTS
Lecturer in charge	assoc. prof. dr. Rolandas Jančiauskas
Annotation	<p>The aim of the course is to train innovation management specialists who think strategically and analytically and have practical skills, who are able to apply deep theoretical knowledge and practical skills to innovation management processes in Lithuanian and foreign organizations.</p> <p>After the course students:</p> <ul style="list-style-type: none"> ✓ knows and understands modern innovation management theories. ✓ will be able to apply the principles of design thinking in innovation creation processes. ✓ will be able to prepare a mechanism for the commercialization of innovations.
Topics	<ul style="list-style-type: none"> • Nature of innovative activities • The importance and influence of entrepreneurship on the diffusion of innovations • Technology transfer • Innovation marketing • Investment attraction process of start-up organizations • Innovation commercialization simulation • Partnership in commercializing innovations • R&D projects
Procedure for assessment of knowledge and competences	<ul style="list-style-type: none"> ✓ 25 percent – preparation for seminars; ✓ 15 percent – problem solving task; ✓ 60 percent – final exam.