

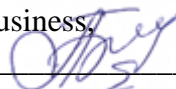
**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
DMYTRO MOTORNYI TAVRIA STATE AGROTECHNOLOGICAL
UNIVERSITY**

Department of Management and Public Administration

AGREED

Quarantor of educational and
professional program “Tourism and recreation”
prof. Iryna KOLOKOLCHYKOVA
«__» _____ 2023.

APPROVED BY

Head of the Department of Economics and
Business


«__» _____ 2023.

CURRICULUM

« Innovations in socio-economic development »

for the Master degree applicants
specialty 242 «Tourism and recreation»

Faculty of Economics and Business

2022– 2023

Curriculum «Innovations in socio-economic development » for the Master degree applicants, specialty 242 «Tourism and recreation» – Zaporizhzhia, TSATU, 2023 –10 p.

Developer: Yefimenko L., Ph.D. in Public Administration, senior lecturer

The curriculum was approved at the meeting of the Department of Economics and Business

Protocol № 1 from 1 of September 2023

Head of the Department of Economics and Business

PhD in economic, s.l.  Larysa Boltianska

Approved by the methodical commission of the Faculty of Economics and Business in the specialty 281 "Public Administration" of the Master degree of higher education

Protocol № 1 from 4 of September 2023

Head  Yuliia Voronina

1 DESCRIPTION OF THE COURSE

Name of indicators	Field of knowledge, specialty, degree of higher education	Characteristics of the course	
		full-time education	
Number of credits 4	Field of knowledge: <u>24 Service Sector</u>	Mandatory	
Total number of hours – 120 h.	Speciality: <u>242 «Tourism and recreation»</u>	Course	Semester
Content modules - 2		1	2
Weekly load: classroom classes - 4 hours. independent work of the student - 10 hours.	Master degree	Kind of occupations	Number of hours
		Lectures	20 h.
		Practical work	20 h.
		Independent work	110 h.
		Form of control: Differentiated Credit	

2 PURPOSE AND TASKS OF THE COURSE

The purpose of the course - mastering theoretical knowledge on the organization and management of innovative activities of the enterprise in the public sphere, as well as tools, methods of developing innovative development strategies and gaining practical skills on methods of developing innovative projects.

Course objectives:

- defining the essence of innovation processes in the public sphere and methods of managing them;
- clarification of the conceptual apparatus of the theory of innovation;
- the essence of the theory of cyclical development;
- determining the place and role of innovation in modern world development;
- analysis of the role of the state in creating a mechanism for regulating innovation processes and innovation activities;
- the essence of the mechanisms of stimulation and financing of scientific and innovative sphere;
- theories of decision-making in the field of innovation, methods of analysis of the effectiveness of innovation.

The subject of the course is a set of forms and methods of managing innovation processes of public enterprises, as well as the interaction of organizational structures and staff.

Learning outcomes (taking into account soft skills)

Integral competence. The ability to solve complex tasks and problems in the field of public management and administration or in the learning process, which involves research and/or innovation and is characterized by the uncertainty of conditions and requirements.

General competences:

GC1. Ability to organize, plan, forecast activity results.

GC2. Ability to conduct professional activities in an international and domestic environment.

GC4. Ability to develop and manage projects.

GC6. Ability to abstract thinking, analysis and synthesis.

GC7. Ability to identify, pose and solve problems.

Professional competences:

PC 2. Ability to plan and carry out scientific and applied research in the field of tourism and recreation.

PC 3. Ability to manage the tourist process in the public sector, in a tourist destination, in a tourist enterprise at different hierarchical levels.

PC 4. Ability to organize the activities and cooperation of subjects of regional, national and international tourism markets on the basis of sustainable development, according to global experience.

PC 5. Ability to operate tools for collecting and processing information, analyzing and managing tourist information ().

PC 7. Ability to develop and implement innovations in the tourism market entities activities.

Program learning outcomes:

PLO 2. Specialized skills/problem-solving skills necessary for conducting research and/or carrying out innovative activities in order to develop new knowledge and procedures in the field of tourism and recreation.

PLO 6. Analyze and evaluate the activities of tourism market entities, plan the results of their strategic development.

PLO 9. Develop and implement projects in the field of tourism and recreation on the basis of economic, social and environmental efficiency.

PLO 12. To analyze, formulate and implement national and regional tourism policies, to improve mechanisms for managing tourist destinations at the national, regional and local levels.

Soft skills:

- communication skills: written, verbal and non-verbal communication; to argue and defend one's position, communication in a conflict situation; skills of creating, managing and building relationships in a team.

- the ability to speak in public: skills necessary for speaking in public and conveying one's opinion to society; make presentations of the obtained results.

- time management - the ability to cope with tasks on time, without feeling discomfort.

- flexibility and adaptability: the ability to adapt to the obtained results and, if possible, influence the final result.

- leadership qualities: the ability to work calmly in a stressful environment; ability to make and defend decisions; the ability to set a goal and make a plan to achieve it.

- personal qualities: creative and critical thinking; ethics, honesty, patience, respect for others.

Interdisciplinary connections taking into account the structural and logical scheme of the EPP "Tourism ".

The list of academic disciplines, the knowledge of which is required for the study of the educational component of the ISED: " Sustainable development strategy".

The list of educational disciplines, the study of which is based on the material of the educational component of the ISED: " Strategic business management", "Digitization", "Pre-diploma practice".

3 CURRICULUM

Content module 1. «Basic innovation management concepts»

Theme 1. Innovation management and types of innovation [1,4,5,8].

Innovation and innovation management. Product, service and process innovations. Incremental and radical innovations. Architectural and modular innovations

Theme 2. The adoption lifecycle and innovation adoption at the individual level [1,4,5,7].

The adoption lifecycle of innovation. Innovators. Early adopters. Early Majority. Late Majority. Laggards. The chasm is a gap between the Early Adopters and Early Majority. Innovation adoption at the individual level.

Theme 3. What is creativity and how can it be enhanced? [1,2,4,9].

Introduction to creativity. What makes people creative? How can we enhance creativity? How can groups be creative? The systematic, inventive thinking method, SIT.

Theme 4. Principles, types, and challenges of idea management [1,3,7,9].

Idea management principles. Idea management types. Idea management challenges.

Content module 2. «Innovation management in public sphere: Strategy and execution»

Theme 5. Crafting an innovation strategy in an ever-changing world. [2,4,6].

Innovation strategy in an ever-changing world. Innovation strategy in an ever-changing world. Disruptive innovation.

Theme 6. How to translate your strategy into a project portfolio plan. [1,3,7,8].

Portfolio management. Protecting intellectual property. Tools for portfolio management

Theme 7. How to execute innovation projects [3,6,7].

Why stage gate models are important. Stage gate models in detail and practice. Casestudy: Casserole Homecooker. Managing innovation projects: enlightened experimentation

Theme 8. Teams, social networks, and innovation. [1,2,4,6,8].

What is a team? The key elements of team success. What is the process by which teams contribute to innovation? What are the effects of social network structure on innovation?

4 STRUCTURE OF THE COURSE

Week number	Kind of occupations	The topic of the lesson or task for independent work	Quantity				
			Hours				score
			Lec.	Lab.	Pr.	Ind W	
Content module 1. «Basic innovation management concepts»							
1	Lecture 1	Innovation management and types of innovation	2				
	Practical work 1	Innovation management and types of innovation			2		5
	Independent work	Work on the educational and information portal				10	5
2	Lecture 2	The adoption lifecycle and innovation adoption at the individual level	2				
	Practical work 2	The adoption lifecycle and innovation adoption at the individual level			2		5
	Independent work	Work on the educational and information portal				10	5
3	Lecture 3	What is creativity and how can it be enhanced?	3				
	Practical work 3	What is creativity and how can it be enhanced?			3		5
	Independent work	Work on the educational and information portal				10	5
4	Lecture 4	Principles, types, and challenges of idea management	3				
	Practical work 4	Principles, types, and challenges of idea management			3		5
	Independent work	Work on the educational and information portal				10	5
5	Independent work	Final modular control I training				14	
	FMC I	Final modular control I					10
Total for the content module 1 – 75 h.			10		10	55	50
Content module 2. «Innovation management in public sphere: Strategy and execution»							
8	Lecture 5	Crafting an innovation strategy in an ever-changing world.	2				
	Practical work 5	Crafting an innovation strategy in an ever-changing world.			2		5
	Independent work	Work on the educational and information portal				10	5
9	Lecture 6	How to translate your strategy into a project portfolio plan.	2				
	Practical work 6	How to translate your strategy into a project portfolio plan.			2		5
	Independent work	Work on the educational and information portal				10	3

10	Lecture 7	How to execute innovation projects.	3				
	Practical work 7	How to execute innovation projects.			3		5
	Independent work	Work on the educational and information portal				10	5
11	Lecture 8	Teams, social networks, and innovation.	3				
	Practical work 8	Teams, social networks, and innovation.			3		5
	Independent work	Work on the educational and information portal				10	3
12	Independent work	Final modular control II training				14	
	FMC II	Final modular control II					10
<i>Total for the content module 2 – 75 h.</i>			10		10	55	50
<i>Total for the course – 150 h.</i>							100

5.

LIST OF QUESTIONS FOR THE FINAL MODULAR CONTROL № 1

1. Innovation and innovation management.
2. Product, service and process innovations.
3. Incremental and radical innovations.
4. Architectural and modular innovations
5. The adoption lifecycle of innovation.
6. Innovators.
7. Early adopters.
8. Early Majority.
9. Late Majority.
10. Laggards.
11. The chasm is a gap between the Early Adopters and Early Majority.
12. Innovation adoption at the individual level.
13. Introduction to creativity.
14. What makes people creative?
15. How can we enhance creativity?
16. How can groups be creative?
17. Interview on creativity consulting.
18. Idea management principles.
19. Idea management types.
20. Idea management challenges.

LIST OF QUESTIONS FOR THE FINAL MODULAR CONTROL № 2

1. Innovation strategy in an ever-changing world.
2. Interview with Frans van Houten.
3. Innovation strategy in an ever-changing world.
4. Disruptive innovation.
5. Portfolio management.
6. Interview with Hans Boeve.
7. Protecting intellectual property.
8. Tools for portfolio management
9. Why stage gate models are important.
10. Stage gate models in detail and practice.
11. Casestudy: Casserole Homecooker.
12. Managing innovation projects: enlightened experimentation
13. What is a team?
14. The key elements of team success.
15. What is the process by which teams contribute to innovation?
16. What are the effects of social network structure on innovation?

6. TEACHING METHODS

Teaching methods used in the course of conducting lectures and practical classes on the educational discipline of IOT: lectures using multimedia presentations and problem-based teaching, working in groups, solving situational tasks, cases.

7. RECOMMENDED LITERATURE

Basic literature

1. Tidd, J., Bessant, J. (2020) *Managing Innovation: Integrating Technological, Market and Organisational Change*. 5th ed., Hoboken: John Wiley & Sons.
2. Trott, P. (2011) *Innovation Management and New Product Development*. 5th Edition. FT Prentice Hall.
3. Von Hippel, E. (2015) *Democratizing Innovation*. The MIT Press. 2005.
4. Drucker, P. F. (2019) *Innovation and Entrepreneurship*. New York: Harper Collins Publishers, Inc.
5. Schumpeter, J. A. (2019) *The theory of economic development*. New Brunswick, New Jersey: Transaction Publishers.

Supporting literature

6. Chesbrough, H. (2006) *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Harvard Business School Press.
7. Chesbrough, H. (2006) *Open Business Models: How to Thrive in the New Innovation Landscape*. 2006.
8. Chesbrough, H. (2011) *Open Service Innovation: Rethinking Your Business to Grow and Compete in a New Era*. 2011.
9. Davila, T., Epstein, M and Shelton, R. (2013) *Making Innovation Work: How to Manage It, Measure It, and Profit from It, Updated Edition*. Pearson Education Inc. 2013.

8. INFORMATION RESOURCES

1. Educational portal of TSATU <https://op.tsatu.edu.ua/>
2. Scientific library of TSATU <http://www.tsatu.edu.ua/biblioteka/>
3. Website of the Department of Management and Public Administration <http://www.tsatu.edu.ua/ep/>
4. Internet.