

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

**Faculty of Economics and Business  
Department of Public Administration and Law**

AGREED

Quarantor of educational and  
professional program "Tourism and recreation"  
prof. \_\_\_\_\_ Iryna KOLOKOLCHIKOVA  
«\_\_\_» \_\_\_\_\_ 2023.

APPROVED BY

Head of the Department of Economics and  
Business,  
\_\_\_\_\_ Larysa BOLTIANSKA  
«\_\_\_» \_\_\_\_\_ 2023.

**HIGHER EDUCATION TRAINING PROGRAM – SYLLABUS**

Course unit title	Innovations in socio-economic development (Mandatory educational component)
Speciality:	242 «Tourism and recreation»
Form of education	full-time education
Number of credits	5
Course	M1
Semester	2
Content modules	2
Independent work	110 h
Form of control:	differentiated test
Total number of hours	150

2023-2024

**Syllabus “Innovations in socio-economic development” for applicants of the Master degree, specialty 242 «Tourism and recreation» – Zaporizhzhia, TSATU, 2023 – 8 p.**

The syllabus is design on the basis of "Regulations on the training program of applicants of higher education - syllabus" Zaporizhzhia: TSATU, 2023. - 16 p. and the Program of the discipline " Innovations in socio-economic development " for the preparation of applicants for the Master degree, specialty "242 Tourism and recreation"

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

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

Protocol № 1 from \_\_\_\_\_

Head of the Department of Economics and Business

PhD in Economic, \_\_\_\_\_ L.Boltianska

Approved by the methodical commission of the Faculty of Economics and Business in the specialty "242 Tourism and recreation " of the Master degree of higher education

Protocol № 1 from « \_\_\_\_ » \_\_\_\_\_2023

Head \_\_\_\_\_ Yu. Voronina

## **1. Annotation of the course and the Website.**

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.

Delivering new ideas and technologies as successful products to market in a sustainable way is at utmost importance for companies. This will require not only creative idea generation, but as well management of these creative ideas towards delivering as product portfolio and ensuring sustainable innovation. Managing these require a solid understanding of this course.

Course website <https://op.tsatu.edu.ua/course/view?id=2826>

Note - to log in to the portal you need a login and password.

## **2. The purpose 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.

## **3. Course tasks**

As a result of studying the discipline the student must know:

- the essence of the basic concepts and categories of innovation management;
- features of the life cycle of innovations;
- essence, content, structure and models of innovation processes;
- the essence and basic principles of formation of the state innovation policy and mechanisms of its implementation;
- the content of the functions used in innovation management;
- requirements for management decisions used in the management of innovation;
- factors that counteract and promote innovation in enterprises;
- the essence of the process of forming innovative strategies and methods of their implementation.

be able:

- use the main innovation management terminology and concepts;
- explain the adoption life cycle and innovation adoption at the individual level;
- define creativity and explain how creativity can be stimulated;
- recognise and describe three types of idea management systems;
- explain what an innovation strategy is and why it is important;
- describe what a product portfolio is;
- explain how innovation projects should be selected and managed;
- explain the importance of teams, team structures and networks for innovation.

## **4. Learning outcomes - competencies**

General competencies:

1. Ability to organize, plan, forecast activity results. (GC1).

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

3. Ability to develop and manage projects. (GC4).

4. Ability to abstract thinking, analysis and synthesis.(GC6).

5. Ability to identify, pose and solve problems. (GC7).

Professional competencies:

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

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

3. 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 4).

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

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

Be able:

1. 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 2).

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

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

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

Communication - informing specialists and non-specialists about the place and role of innovation in the socio-economic development.

soft skills - the ability to think analytically, the ability to assess the situation based on the principles of human centrism.

### **5. Prerequisite**

Courses containing knowledge, skills and abilities necessary for mastering the studied discipline: "Sustainable development strategy".

### **6. Postrequisite**

Courses that require knowledge, skills and abilities acquired upon completion of the courses " Strategic business management", "Digitization", "Pre-diploma practice".

### **7. About the instructor.**

Yefimenko Liudmyla, PhD in Public Administration, department of Management and Public administration.

Contact telephone number: +380681918552

<http://www.tsatu.edu.ua/ep/people/jefimenko-ljudmyla-mykolajivna/>

Research interests:

Innovation management

Mechanisms of public administration

### 8. STRUCTURE OF THE COURSE

Week number	Kind of occupations	The topic of the lesson or task for independent work	Quantity				score
			Hours				
			Lec.	Lab.	Pr.	IndW	
<b>Content module 1. «Basic innovation management concepts»</b>							
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				8	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				8	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				8	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				8	5
5,6	Independent work	Final modular control I training				12	
	FMC I	Final modular control I					10
<b>Total for the content module 1 – 75 h.</b>			<b>10</b>		<b>10</b>	<b>55</b>	<b>50</b>
<b>Content module 2. «Innovation management in socio-economic development: Strategy and execution»</b>							
7	Lecture 5	Crafting an innovation strategy in	2				

		an ever-changing world.					
	Practical work 5	Crafting an innovation strategy in an ever-changing world.			2		5
	Independent work	Work on the educational and information portal				8	5
8	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				8	5
9	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				8	5
10	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				8	5
11,12	Independent work	Final modular control II training				12	
	FMC II	Final modular control II					10
<b>Total for the content module 2 – 75 h.</b>			<b>10</b>		<b>10</b>	<b>55</b>	<b>50</b>
<b>Total for the course – 150 h.</b>							<b>100</b>

## 9. Methods and forms of teaching

### Forms of education:

- by the level of interaction of the applicant higher education with the teacher: individual, group, collective;
- by the place of classes: classroom, out of classroom.

### Teaching methods:

- by the organization of cognitive activity: verbal (lectures, discussions), visual (presentations), practical (exercises, performance of calculation tasks);
- by types of classes: lectures (lecture-visualization, lecture-conversation); practical classes (individual and group exercises, thematic discussion, work in small groups);
- by the motivation of educational and cognitive activities (the situation of appeal to the life experience of students, encouragement);
- by the efficiency control of educational and cognitive activity (self-control through performance of tests on the educational and information portal, individual interrogation, frontal interrogation, FMC);
- by form of stimulation of search and research activities (thematic discussions, tasks on the use of the Internet, public speeches and presentations, group and / or individual projects, models of different formats of professional situations).

## 10. Course policy

Attendance is an important part of learning. For skipping classes without reason, the applicant will not be certified in this discipline. All missed classes must be completed.

Free attendance of lectures is allowed to applicants according to the individual schedule of training.

If the Applicant of higher education is absent for a reason, he/she presents the completed tasks during the independent training and consultation of the teacher.

All tasks provided by the program must be completed on time.

Violation of academic integrity is not allowed when performing written test tasks.

Presentations must be original.

Applicants of higher education must adhere to educational ethics, respect the participants of the educational process, adhere to discipline, take care of the equipment and book fund of TSATU, follow the schedule of the educational process.

### **11. Form of knowledge control**

Current control - each lesson (CM1 50 points, CM2 50 points)

Final modular control - 2 modules (FMC1 10 points, FMC2 10 points)

Control of independent work - each lesson (CIW1 20 points, CIW2 20 points).

Final control - differentiated test.

### **12. Grades**

The course is evaluated on a 100-point scale.

0 - 59 unsatisfactory;

60-75 satisfactory;

75-89 good;

90-100 excellent.

### **13. Recommended literature and information resources**

1. Tidd, J., Bessant, J. (2013) *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. (2005) *Democratizing Innovation*. The MIT Press. 2005.

4. Drucker, P. F. (1985) *Innovation and Entrepreneurship*. New York: Harper Collins Publishers, Inc.

5. Schumpeter, J. A. (1934) *The theory of economic development*. New Brunswick, New Jersey: Transaction Publishers.

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., Epstain, M and Shelton, R. (2013) *Making Innovation Work: How to Manage It, Measure It, and Profit from It*, Updated Edition. Pearson Education Inc. 2013.

### **Information resources**

1. Educational and information portal of TSATU <http://op.tsatu.edu.ua>

2. Scientific library of TSATU <http://www.tsatu.edu.ua/biblioteka/>

3. Website of the Department of PAL <http://feb.tsatu.edu.ua/faculty/department-of-public-administration/>

4. Internet sources:

<https://www.viima.com/blog/innovation-management>

<https://zakon.rada.gov.ua/laws/show/40-15#Text>

<https://innolytics-innovation.com/innovation-strategy/>

#### **14 Information package for the discipline**

The information package for the discipline is posted on the Website of the course [http://op.tsatu.edu.ua/login/forgot\\_password.php](http://op.tsatu.edu.ua/login/forgot_password.php) and includes a calendar-thematic plan of the discipline (structure); tasks for independent work with methodical recommendations; questions for credit (exam); basic and Supporting literature; texts of lectures with the indication of names of subjects and plans of lectures according to the calendar-thematic plan; test tasks for FMC; test complex on the discipline.