

METHODICAL GUIDELINES TO SELF-WORK OF STUDENTS ON " INNOVATION MANAGEMENT AND ENTREPRENEURSHIP"

The educational subject is the theoretical basis of knowledge and skills complex, forming a profile of a specialist in management of foreign economic activity.

Aim for mastering the subject "Innovation Management and Entrepreneurship" is to master the knowledge system in the field of innovative development management of the enterprise on international markets according to the adopted goals and set strategy.

Tasks of studying the subject are:

- understanding the essence, types and characteristics of innovations in international environment;
- mastering peculiarities, role and place of the management of international innovative activity in the management system at macro, mezo and micro level;
- familiarization with existing approaches to the understanding of innovation policy essence and study the corresponding categorical apparatus reflecting the process of innovation development management;
- studying new business opportunities for implementing measures to improve the competitiveness of the enterprise;
- studying market situations and developing adequate international innovation strategies for the enterprise development;
- coaching skills of innovative development management of the enterprise-subject of foreign economic activity, innovation project, risks, etc.

As a result of learning the subject student must obtain the following **competences**:

- know the essence and basic concepts of international innovation activity management;
- understand the principles, methods, mechanisms and elements of the international innovation policy of the enterprise;
- know main directions of strategic management of international innovation activity of the enterprise;
- apply the methodic of management of international innovation projects, the life cycle of international innovation projects;
- know the state support approaches for the innovation activity development, regulatory and legal support of international innovation activity;
- understand the essence, motivation, obstacles, advantages and disadvantages of entrepreneurship;
- apply foreign experience of entrepreneurship;
- apply methods and forms of intrapreneurship organization;
- know the essence and types of intrapreneurial strategies;
- know peculiarities of entrepreneurship resource provision;
- know main features of intrapreneurial culture and behavior;
- apply methods of entrepreneurship effectiveness assessment;
- be able to use theoretical approaches in the implementation of international innovation activity of the organization;
- analyze the essence and characteristics of international innovation in the sphere of market relations;
- analyze the objective laws of scientific and technical development and management of innovation processes in the production;
- develop international innovation strategies and plan the innovation process;
- determine main factors of the effectiveness of international innovation projects;
- form a complex mechanism of international innovation activity management of the enterprise;
- identify competitive advantages in various business areas;
- identify sources of investment financing and assess the company's ability to invest;

- analyze the economic efficiency of investments and determine the acceptable level of risk;
- develop a plan (schedule) of actions for realization of investments;
- develop a feasibility study for the implementation of start-ups.

The subject matter of the subject is structured in a modular manner and consists of two educational modules:

- educational module # 1 "Management of innovative activity",
- educational module # 2 "Entrepreneurship", each of which is logically complete, relatively independent, integral part of the discipline, learning of which provides for module control test and analysis of its carrying out.

The subject "Innovation Management and Entrepreneurship" is based on the knowledge of such subjects as "Methodology and Organization of Scientific Researches", "International Competitiveness Management of Enterprise in the Conditions of European Integration" and the ground for studying "Human Resource Management", "Negotiations and Conflict Management".

At present the importance of independent, extra-curricular work of students increases sharply. This is due to the fact that working independently students get acquainted with systematized information, learn to plan and organize their own activities.

Adaptation of the Ukrainian economy to the conditions on the world markets connected with the processes of internationalization and globalization predetermines the positioning of innovation management and entrepreneurship as one of the most important aspect of the present.

Students, who in the future will be experts in the field of foreign economic activity, need knowledge of economic essence, genesis and development of innovative activity, understanding of ability to determine the features and trends of intrapreneurship. Acquiring this knowledge essentially depends on the self-work of students. Such types of students' independent work as preparation for auditorium classes (studying references, analysis of specific situations) develop skills and the ability to obtain specific results, develop the ability to analyze.

Self-study of students on studying the subjects of "Innovation Management and Entrepreneurship" provided by the working curriculum will allow students to develop modern economic thinking and a system of special knowledge in the field of innovative activity management and intrapreneurship, to master the basic theoretical positions and to master the necessary practical skills that must ensure their effectiveness in the field of management at the enterprise.

MODULE № 1. MANAGEMENT OF INNOVATIVE ACTIVITY

Topic 1.1. The essence and basic concepts of innovation activity management

Questions (tasks) for self-study

1. Types of innovations in the economic activity.
2. Features of modern innovation activity.
3. Stages of innovation creation. Stages of the innovative product's life cycle.
4. Innovation process models.
5. Factors stimulating the innovation attraction.
6. Ways of innovative development in the world and national economy.
7. Innovation activity regulation system.
8. Features of international innovation activity management.
9. Role of innovative activity of enterprises in increasing their competitiveness in the international business environment.

References

1. Дудар Т. Г. Інноваційний менеджмент: навч. посіб. / Т.Г. Дудар, В.В. Мельниченко. – К.: ЦУЛ, 2009. – 256 с.
2. Ілляшенко С.М. Інноваційний менеджмент: підручник / С.М. Ілляшенко. – Суми: Університетська книга, 2010. – 334 с.

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5. Эбнер М. Предпринимательская ориентация в организации. Внутреннее предпринимательство. Психология труда и организационная психология / М. Эбнер, Г. Франк, К. Корунка, М. Люгер. – М.: Гуманитарный Центр, 2010. – 284 с.
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7. Stokes R.D. Entrepreneurship / R.D. Stokes, N. Wilson, M. Mador. – Boston: CENGAGE Learning Business Press, 2010. – 424 p.
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9. Скрипко Т.О. Інноваційний менеджмент: підручник / Т.О. Скрипко. – К.: Знання, 2011. – 423 с.
10. Стадник В.В. Інноваційний менеджмент: навч. посіб. / В.В. Стадник, М.А. Йохна. – К.: Академвидав, 2006. – 464 с.

Methodical guidelines

1. To study references and answer questions in the form of abstracts.
2. On the basis of the studied references, prepare answers to questions for self-examination.
3. To work out literary sources and to answer the questions of the topic.

Questions for self-examination

1. The nature and types of innovations in the economic activity.
2. Goals, tasks and principles of innovation activity.
3. Objects and subjects of innovation activity.
4. Features in innovation creation.
5. Stages of the life cycle of an innovative product.
6. Features of modern progressive models of innovation process.
7. Factors that stimulate the innovation attraction.
8. Trends in innovative development of the world and national economy.
9. System of innovation activity regulation.
10. The process of international innovation activity management.
11. The influence of innovative activity of enterprises on their competitiveness in the international business environment.

Topic 1.2. Innovative strategy and innovation policy of the enterprise

Questions (tasks) for self-study

1. The essence of innovation strategy.
2. Classification of innovative strategies and principles in their formation.
3. The essence and peculiarities of strategic management of the enterprise innovative activity.
4. The essence, place and role of innovative policy in the enterprise activity.
5. State, regional and corporate innovation policy. Directions of innovative policy implementation.
6. The role of innovation policy in developing the innovation system of the enterprise-subject of foreign economic activity.

References

1. Дудар Т. Г. Інноваційний менеджмент: навч. посіб. / Т.Г. Дудар, В.В. Мельниченко. – К.: ЦУЛ, 2009. – 256 с.
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11. Millson R.M. The strategy of managing innovation and technology / R.M. Millson, L.D. Wilemon. – Pearson Prentice Hall, 2008. – 986 p.
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2. On the basis of the studied references, prepare answers to questions for self-examination.
3. To work out literary sources and to answer the questions of the topic.

Questions for self-examination

1. The essence of innovation strategy and its interconnection with the general strategy of the enterprise.
2. Classification of innovative strategies, expediency of their use in the international activity of the enterprise.
3. Principles in the formation of innovative strategies.
4. The essence and peculiarities of strategic management of the enterprise innovative activity.
5. Using SWOT-analysis to determine the international innovation strategies of the enterprise.
6. The essence, place and role of innovative policy in the enterprise activity.
7. Basic principles and issues of innovation policy formation.
8. State, regional and corporate innovation policy.
9. Directions of innovative policy implementation.
10. The role of innovation policy in developing the innovation system of the enterprise-subject of foreign economic activity.

Topic 1.3. Management of innovation projects

Questions (tasks) for self-study

1. Management of innovative projects.
2. Innovative project processes.
3. The rationale of innovative projects.
4. The innovation project life cycle.
5. Management of integration processes of international innovation projects.

References

1. Дудар Т. Г. Інноваційний менеджмент: навч. посіб. / Т.Г. Дудар, В.В. Мельниченко. – К.: ЦУЛ, 2009. – 256 с.
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3. To work out literary sources and to answer the questions of the topic.

Questions for self-examination

1. Methodic bases of management of innovative projects: the essence and peculiarities of innovation projects.
2. International and national standards for the management of innovation projects.
3. Classification of the innovative project processes.
4. The rationale of the project: project analysis, business planning of innovative projects, SMART analysis of the project objectives.
5. The life cycle of an innovation project.
6. Management of integration processes, scope, schedule, cost, quality, human resources, information provision and risks of international innovation projects.

Topic 1.4. Evaluation of the effectiveness and risk management of innovation activity

Questions (tasks) for self-study

1. Effects from implementation of innovation on the international market.
2. Economic effectiveness indicators of innovation projects.
3. Functional-cost analysis of the innovative object.
4. Classification of risks in innovation activity.

References

1. Дудар Т. Г. Інноваційний менеджмент: навч. посіб. / Т.Г. Дудар, В.В. Мельниченко. – К.: ЦУЛ, 2009. – 256 с.
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Questions for self-examination

1. Basic principles for determining the international innovation activity effectiveness.
2. Effects from implementation of innovation on the international market.
3. Main indicators of economic effectiveness of innovation projects: net present value, the profitability index, payback period, internal rate of return.
4. Functional-cost analysis of the innovative object.
5. The assessment of innovation activity economic effectiveness.
6. Assessing social results of innovation activity.
7. Classification of risks in innovation activity.

MODULE # 2. “ENTREPRENEURSHIP”

Topic 2.1. The essence of entrepreneurship. Intrapreneurship as a form of innovative activity organization

Questions (tasks) for self-study

1. The concept, targets and tasks of entrepreneurship.
2. Basic aspects of successful intrapreneurship development.
3. Intrapreneurship development stages.
4. Foreign experience of entrepreneurship organization.
5. The mechanism of entrepreneurship development. Approaches to the intrapreneurship model formation at the enterprise.
6. Methods and forms of intrapreneurship organization.
7. Main components of entrepreneurial environment and its characteristics.
8. Barriers in intrapreneurship implementing, advantages and disadvantages of entrepreneurship.

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1. Дудар Т. Г. Інноваційний менеджмент: навч. посіб. / Т.Г. Дудар, В.В. Мельниченко. – К.: ЦУЛ, 2009. – 256 с.
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14. Gasparski W.W. Entrepreneurship: Values and Responsibility / W.W. Gasparski; Ed. by S. Kwiatkowski, L.V. Ryan. – New Jersey: Transaction Publishers, 2011. – 317 p.

Methodical guidelines

1. To study references and answer questions in the form of abstracts.

2. On the basis of the studied references, prepare answers to questions for self-examination.
3. To work out literary sources and to answer the questions of the topic.

Questions for self-examination

1. The essence, targets and tasks of entrepreneurship.
2. Systematic approach to intrapreneurship studying.
3. Barriers in intrapreneurship implementing, advantages and disadvantages of entrepreneurship.
4. Conditions needed for the intrapreneurship implementation.
5. Basic aspects of successful intrapreneurship development.
6. Intrapreneurship development stages.
7. Foreign experience of entrepreneurship organization.
8. Entrepreneurship support systems in the EU, the US, Japan and other countries.
9. The mechanism of entrepreneurship development.
10. Approaches to the intrapreneurship model formation at the enterprise.
11. Methods and forms of intrapreneurship organization.
12. Main components of entrepreneurial environment and its characteristics.

Topic 2.2. Marketing concept of entrepreneurship formation in the business system and features of the implementation of intrapreneurial strategies

Questions (tasks) for self-study

1. The marketing concept of intrapreneurship formation in the business system.
2. Intrapreneurial strategies.
3. A toolkit for the implementation of global innovation strategies.

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1. Дудар Т. Г. Інноваційний менеджмент: навч. посіб. / Т.Г. Дудар, В.В. Мельниченко. – К.: ЦУЛ, 2009. – 256 с.
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1. To study references and answer questions in the form of abstracts.
2. On the basis of the studied references, prepare answers to questions for self-examination.
3. To work out literary sources and to answer the questions of the topic.

Questions for self-examination

1. The marketing concept of intrapreneurship formation in the business system.
2. Peculiarities of intrapreneurship at different stages of the life cycle of the enterprise: stage of business idea creation, the stage of business idea implementation and creating business structures, stage of the sustainable performance and profitability achievement, damping stage.
3. The essence and types of intrapreneurial strategies.
4. Successful business strategies for business development.
5. Principles and peculiarities of intrapreneurship strategies' development.
6. A toolkit for the implementation of global innovation strategies.

Topic 2.3. Resource provision of intrapreneurship

Questions (tasks) for self-study

1. Intrapreneurship resource support. Entrepreneurship funding.
2. Venture capital firms, business incubators, regional scientific and technical centers, technopolises, technology parks, consortia.

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Methodical guidelines

1. To study references and answer questions in the form of abstracts.
2. On the basis of the studied references, prepare answers to questions for self-examination.
3. To work out literary sources and to answer the questions of the topic.

Questions for self-examination

1. Peculiarities of intrapreneurship resource support.
2. Entrepreneurship funding.
3. Internal reserves creating opportunities for the intrapreneurship development.
4. The structures supporting innovation development: venture capital firms, business incubators, regional scientific and technical centers, technopolises, technology parks, consortia.

Topic 2.4. Entrepreneurial culture and behavior

Questions (tasks) for self-study

1. Intrapreneurship culture and entrepreneurial behavior.
2. Decision-making model in entrepreneurship.
3. Mentoring, coaching, counseling.
4. Intrapreneurship development teams.

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Methodical guidelines

1. To study references and answer questions in the form of abstracts.
2. On the basis of the studied references, prepare answers to questions for self-examination.
3. To work out literary sources and to answer the questions of the topic.

Questions for self-examination

1. Features and components of intrapreneurship culture.
2. The main directions of building a culture promoting intrapreneurship in the company.
3. The main features of entrepreneurial behavior.
4. Behavioral characteristics of intrapreneurs.
5. Requirements to the qualities of an intrapreneur.
6. Decision-making model in entrepreneurship.
7. Mentoring, coaching, counseling.
8. Features of forming teams for the intrapreneurship development.