


Discipline	<i>INNOVATIONS MANAGEMENT</i> code: 34 summer semester		
Specialty	INDUSTRIAL MANAGEMENT		
ECTS credits: 6	Form of assessment: Exam		
Lecturer	Assoc. prof. PhD Eng. /scientific title/ Krasimira Dimitrova /name/ Room NUK 508 Phone: +359878011079 E-mail: krasimira.dimitrova@tu-varna.bg		
Department	INDUSTRIAL MANAGEMENT		
Faculty	<i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>		
<p>Learning objectives:</p> <p>The aim of the course is to give the students of Industrial Management theoretical knowledge and practical skills for innovation management - introduction of new products, processes, new marketing approaches, new organization of work in the practice of enterprises. It is discussed:</p> <ul style="list-style-type: none"> • The need for innovation, types of innovation and sources of innovation; • Innovative process and innovation lifecycle; • Development of an innovation strategy and policy; • Innovation planning and financing; • Organization of the innovation process; • Generating ideas for innovation; • Characteristics of the main types of innovation; • Utilization of innovation projects for the realization of innovations; • Planning, budget and resources of innovative projects; • Completion of innovative projects. <p>The course is structured as lectures, laboratory exercises and course work.</p>			
CONTENTS:			
Training Area			Hours lectures
			Hours seminar exercises

Introduction to innovation	2	
Innovation process. Life cycle of innovation	2	
Driving forces for innovation	2	
Innovation strategy and policy of the company	2	
Innovation planning	2	
Financing innovation	2	
Organization of the innovation process	2	
Generating ideas for innovation	2	
Innovative projects in the industrial enterprise	2	
Innovative company models	2	
Methods for evaluating the economic efficiency of innovation	2	
Innovation risks	2	
Great technological innovations	2	
Innovations and competitiveness	2	
Horizon Europe – a research and innovation framework programme (2021 – 2027)	2	
Innovations. Life cycle of innovation in the company. Exploration of specific new products and description of their life cycle		2
Innovation criteria		2
Innovation strategy of an industrial enterprise		2
Factors and limitations in strategic management of company innovation		2
Building competencies and potential for creating, transferring and implementing innovations		2
World's most innovative companies		2
Innovation management practices in production companies		3

Course project		
Task 1. Idea and purpose of the project. Financing the project		2
Task 2. Determining the scope and tasks of the project		3
Task 3. Determining of the project team (positions and skills)		3
Task 4. Developing a Gantt project schedule and budget		3
Task 5. Risk assessment of the project		2
Task 6. Presentation and discussion of the project		2
TOTAL: 60 h	30	30