

Study program: Service Business Management			
Subject name: Innovation Management in Services			
Lecturer: Dejan Gligović, Ph.D. (dejan.gligovic@mbs.edu.rs)			
Subject status: Obligatory			
ECTS: 8			
Prerequisites: -			
Subject objectives The basic goal of the subject is to introduce students to the importance of innovations management in the company that is getting more important with the development of the new and modern products technologies, regarding the possibilities offered and the risks with their applications. The accelerated tempo of the economic development and the innovations usage have brought the maximum importance of the scientific-research work for the economic development within the national economies. Regarding the fact that the market cannot cause the optimal allocation of the resources within the research process, the task should be taken over by the successful innovative politics and competitive management.			
Subject outcomes Students should be able to understand the role of the changes anticipation and their implications in making decisions, to determine the basic elements of the innovative culture, to research the choice of the most optimal innovative strategies, to research the ways of effective processes building, to understand the importance in the continual innovations planning, to distinguish which types of innovations are the most acceptable in specific market conditions, to research types of technological changes and the possibilities of their application in the company.			
Subject description <i>Assignments:</i> Dynamics, the effects and the trends of technological changes, the suspense and the risk of the innovative projects, the stimulation factors and the successes of technological innovations with the analysis of the innovative politics, the models of innovations processes, “the innovative waves”, and their impact on the technological company development, technology transfer and modern company cooperation and the company innovations support, strategic aspect of innovations management and technology, innovations and company, the implications of the modern tendencies on the process of innovations management, the current innovative challenges as the factors of technological company improvement. <i>Practical:</i> Business case study, discussions, simulations in groups			
Literature Required: Dr Goran Jovanić, Prof. Dr Ivan Bagarić : Upravljanje novim tehnologijama i inovacijama, Megatrend Univerzitet, Beograd, 2010 Optional: Tidd, J., Bessant, J., Managing innovation : Integrating technological, market and organizational change, John Wiley & Sons, 2009. Chesbrough, Henry, Open services innovation : rethinking your business to grow and compete in a new era, Jossey-Bass, 2011.			
Total number		Courses: 3x15=45	Practice: 3x15=45
Teaching methods Lectures are auditory supported by modern teaching tools and active student participation. Exercises include: consolidation of lectures; concrete cases; seminar papers			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
course activity	20	written exam	
practice	10	oral exam	30
test	30	
essay	10		

