

Title:	<b>Innovation for Entrepreneurs - From Idea to Marketplace</b>
Lecture hours:	30
Study period: (summer/winter)	Winter or summer
Number of credits:	6 ECTS
Assessment methods:	1) attendance and participation in classes; 2) team's presentation; 3) test prepared by the teacher.
Language of instruction:	English
Prerequisites:	Students need to speak English well enough to participate in classes conducted in English.
Course content:	Invention vs, innovation Types of innovations Drivers of innovations Drucker's Seven Sources of Innovation opportunity Technology as a source of innovation Innovation process Entrepreneurship and entrepreneurs Project's presentations. Evaluation.
Learning outcomes:	This course focuses on implementation innovative ideas to the marketplace. Students will get to know how to make a professional framework for the innovation process and how to bring innovations to the market successfully. During the course, students will be familiarized with: the key indicators of innovation opportunities, steps that are critical for entrepreneurs to bring innovations to the marketplace, innovation strategies, competitive advantages. The main goal is to equip students with knowledge and practice that they may need in real business life.
Name of lecturer:	Witold Goszka

Contact (email address):	wgoszka@ukw.edu.pl
Literature:	<p>a.) <b>Peter F. Drucker, Innovation and Entrepreneurship 2006</b></p> <p>b.) Osterwalder A., “Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers”, John Wiley &amp; Son Inc., Canada, 2010;</p> <p>c.) <a href="https://www.blueoceanstrategy.com/teaching-materials/">https://www.blueoceanstrategy.com/teaching-materials/</a></p> <p>d.) <a href="http://www.strategicmanagementinsight.com/tools/benchmarking.html">http://www.strategicmanagementinsight.com/tools/benchmarking.html</a></p> <p>All students in this class are expected to choose one of the web portal about innovations and keep up to date the information published at the web pages.</p>