

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the department
of international economic relations
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APPROVED

Vice-rector on educational and
methodical work

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INTERNATIONAL INNOVATION MANAGEMENT

Program of the course

Field of knowledge	29 «International Relations»
Specialty	292 «International Economic Relations»
Study cycle	bachelor's first degree
Study programme	«International Business»
Course status	elective
Language	English

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**Kharkiv
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INTRODUCTION

Increasing the international competitiveness of domestic enterprises and the economy of Ukraine is based on the use of an innovative investment model for the development of business processes. The expansion of international economic relations and relations of international business entities, increasing the openness of the Ukrainian economy in connection with Ukraine's accession to the World Trade Organization determines the relevance of increasing the efficiency of innovation activities of Ukrainian enterprises of any industry. Therefore, mastering the modern tools and technologies of international innovation management, which have proved to be highly effective in world markets, is becoming an urgent task for Ukrainian managers today. In this regard, the study of the discipline "International Innovation Management" is a prerequisite for the preparation of highly qualified - qualified bachelors in international business.

The purpose of the academic discipline: mastering the modern theoretical foundations of innovation management and practical skills in making strategic decisions in the process of managing the activities and development of enterprises in the international environment.

The objectives of the discipline are to provide the applicant with knowledge, skills and abilities:

take into account the scientific foundations and features of innovation in international corporations;

determine the role and place of innovation management in the management system of an international company;

organize and plan innovation activities in international innovation companies;

manage innovative projects;здійснювати;

provide financing for international innovation activities;

evaluate the effectiveness and prospects of international innovation management.

The object of the academic discipline is the process of innovation management in international companies.

The subject of the academic discipline are: modern tools and technologies of international innovation management.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO 4	SC 17
LO 6	GC 11
LO 7	GC 8
	SC 16
LO8	SC 3
LO 25	SC 4

LO 4 Systematize and organize the information received on processes and phenomena in the world economy; assess and explain the impact of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment

LO 6 Plan, organize, motivate, evaluate and improve the effectiveness of collective labor, carry out research in a group led by a leader, taking into account the requirements and characteristics of the present in conditions of limited time

LO 7 Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results obtained

LO8 Understand, identify and describe new phenomena, processes and trends in global development, mechanisms and tools for implementing economic policy and world integration/disintegration processes, including Euro-Atlantic integration

LO 25 To present the results of the study on the basis of which, recommendations and measures for adaptation to changes in the international environment are developed

SC 3 Ability to identify features of the functioning of the environment of international economic relations and models of economic development

SC 4 Ability to justify the peculiarities of the implementation of forms of international economic relations at the mega, macro, meso and micro levels

SK 16 Ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

SC 17 Ability to manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial and others, taking into account the direction of activity of the subject of international business, taking into account the priorities of the start-up specialization of the Kharkov region

GC 8 Ability to abstract thinking, analysis and synthesis.

GC 11 Ability to work in a team.

COURSE CONTENT

Content module 1. Theoretical foundations of international innovation management

Topic 1. Scientific basis of innovation

1.1. Fundamentals of the theory of innovation. The concept of innovation and their classification. Components of innovation. The main stages of innovation development. Innovation and enterprise.

1.2. The role of research in the modern economy. Main indicators of scientific and technological development of countries. Technological structures and their evolution. Innovative infrastructure and its main links. Knowledge economy and its components.

1.3. The essence and basic laws of the innovation process. Concepts of the "life cycle" of innovation. Sources of innovative opportunities. Models of innovation activity. Principles of creativity. The reasons for the failure of innovations. Commercialization of innovations.

1.4. State regulation of innovation. A multi-level approach to innovation management. Formation and development of the market of innovations. Methods of formation and types of macro-innovation strategies. State scientific and technological priorities and critical technologies. The main tools of state innovation policy.

Topic 2. Features of innovation in international corporations

2.1. The essence and system of laws of innovation. Definition of the law of innovation. Basic innovative laws. Laws of effective innovation. Sectoral innovation laws.

2.2. Basic laws of innovation. Law of time implementation of innovation (Little). Number of objects in the innovation process. Control of the number of objects in the innovation process. Law of Variation Innovation. Defining critical resource. Factors of delay of innovative projects. Imperatives of the law of variation of innovation. Mathematical definition of the law of variation (deviation) of innovation (Polachek-Kinchin equation).

Topic 3. Innovation management in the management system of international companies

3.1. The role of innovation in the development of transnational corporations (TNCs). The essence of creativity in international business.

3.2. Essential characteristics of innovation activities of TNCs. Three-stage innovation process in TNCs. Modern opportunities for innovative development of TNCs. The key role of innovation in the organic growth of TNCs and value creation. Avoiding "commodity catastrophe." Diffusion of innovations in TNCs. Success of TNC innovations. Innovative development of TNCs. Combination of innovation and operational activities.

Topic 4. Planning innovation activities in international companies

4.1 Factors of planning of TNCs' innovation activities. External factors:

competition, demand, production and technical conditions. Internal factors of innovation activity. Geographical factors in the formation and development of innovation markets. Agnostic innovation

4.2 Innovation strategies of TNCs. The concept of innovation strategy and its types. Technological and market innovation strategies.

Topic 5. Organization of innovation activities in international companies

5.1. Definition and classification of innovative solutions. Features of innovative solutions. Creative nature of innovative solutions. Risks of innovative solutions. Key components of innovative solutions: performance, cost, time.

5.2. Content and main stages of innovative decision-making. Setting the task. Preparation. Frustration. Incubation. Insight. Testing the idea. Realization of the idea. Inhibition of creativity.

Content module 2: Peculiarities of international innovation management

Topic 6. Innovation project management in international companies

6.1. Organizational structures for managing the innovation activities of TNCs. Matrix structures. Functions of the main divisions of TNCs in ensuring innovative development: research and development, marketing, sales and service, production, finance.

6.2. Evolution of organizational structures for corporate innovation management. Scientific and technical units. Quasi-independent forms of TNC innovation activity: scientific and technical organizations, internal ventures. Building constructive functional innovation structures..

Topic 7. Financing the innovative development of international companies

7.1. Strategic management of innovations in TNCs. Development and implementation of innovation strategy. The role of top management in the innovative development of TNCs..

7.2. Establishment of responsibility for innovation activities. Allocation of resources and risk assessment. Creation of a system of indicators for evaluating innovation. Reward for innovation.

Topic 8: Efficiency of innovation activities of international companies.

8.1. General characteristics of corporate innovation projects. Definition of an innovative corporate project and their classification. The role of projects in the innovative development of TNCs.

8.2. The concept of an innovative project. Main characteristics of projects. The main phases of innovative corporate projects.

Topic 9. Prospects for international innovation management.

9.1. Decision-making in innovation. Supportive and "disruptive" innovations.

9.2. Key characteristics of "disruptive" innovations. Methods of recognizing innovations. The leading nature of technology development.

9.3. "Disruptive innovations and investments. The impact of "disruptive" innovations on the failure of companies. The inability to resist the pressure of "disruptive" innovations with standard tools of traditional management

Topic 10. Regional peculiarities of innovation management

10.1. Differences in the ways and methods of the innovation process in different countries. Characterization of methods of the innovation process by geography.

10.2. American, Japanese and European experience of innovation management. Innovation management in the United States. The Japanese model of innovation management. Innovation management in the EU. Innovation management of new industrialized countries.

Topic 11. Strategic cooperation and protection of innovations

11.1. Strategic innovations of international business in the XXI century. Innovation as a key factor in the growth of TNCs. Scale of innovation opportunities. Strategic innovation and its components.

11.2. Modern models of innovation management in TNCs. Systematic proposal. Continuous improvement teams. Open door policy. Venture teams. Incubator of ideas. Innovation teams. Catalyst for innovation. Principles of improving the idea management system in TNCs.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar)) / laboratory studies

Name of the topic and/or task	Content
Topic 1: Laboratory session 1	Laboratory work. Building an organizational structure for innovation management in an international company
Topic 2. Seminar session 1	Class in the form of a discussion on the topic "Characteristic features of innovation in international companies"
Topic 3. Practical lesson 1	Case study "Conflicts and contradictions in innovation management in international companies"
Topic 4: Laboratory session 2	Laboratory work. Planning the development of innovation in international companies
Topic 4. Practical lesson 2	Developing the basis of an international company's innovation strategy
Topic 5. Practical lesson 3	Defining the innovation life cycle
Topic 5: Laboratory session 3	Laboratory work. SWOT analysis of the organization of innovation activities in international companies
Topic 5. Practical lesson 4	Rationale for Choosing the Organizational Form of an Innovative International Company
Topic 6: Laboratory session 4	Laboratory work. Developing an innovative project in an international company

Topic 7. Practical lesson 5	Mini-training "Technology for developing international innovation projects"
Topic 8: Laboratory session 5	Laboratory work. Evaluating the effectiveness of international innovation projects
Topic 8. Practical lesson 6	Evaluation of performance indicators of investments in international innovation projects
Topic 9: Laboratory session 6	Laboratory work. Expertise of international innovation projects
Topic 9. Practical lesson 7	Solving situational tasks and working in small groups to identify areas for the development of innovation activities
Topic 10: Laboratory session 7	Laboratory work. Work in small groups to prepare a presentation on the topic "Innovative activities of advanced countries"
Topic 11: Laboratory session 8	Laboratory work. Analysis of the development of scientific research in the field of nanotechnology
Topic 11. Practical lesson 8	Association game "International Innovation Cooperation"

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1	Study of lecture material, preparation for class, review of theoretical material by questions: 1. Approaches to defining the concepts of "innovation", "innovation management", "international innovation management". 2. The concept of innovation in international business
Topic 2	Search, selection and review of literature on the topic: "Foreign experience of innovation activity"
Topic 3	Study of the lecture material by questions: 1. Types of innovations in TNCs. 2. Types of innovation activities in TNCs
Topic 4	Preparation for laboratory work and practical training. Study of methodological support for strategic planning
Topic 5	Study of lecture material, preparation for the class, review of theoretical material by questions: 1. Types of decisions in innovation management. 2. Methodology of SWOT analysis. Preparation for colloquium 1
Topic 6	Study of lecture material, preparation for the class, review of the literature on the issues: 1. Types of innovative projects. 2. Practice of developing innovative

	projects in international companies. 3. American experience in developing innovative projects
Topic 7	Study the lecture material, prepare for class, review the literature on the issues: 1. Foreign successful practices of financing innovations. 2. Financial management of innovations in TNCs.
Topic 8	Review of theoretical material on the issue: 1. Methodological support for assessing the effectiveness of innovation in international companies. Preparation for laboratory work and practical tasks
Topic 9	Study the lecture material, prepare for class, review the literature on the issues: 1. Prospects for the development of international innovation management in Ukraine. 2. Foreign experience in the development of international innovation management
Topic 10	Preparation of presentations on the organization of innovation activities by international companies from around the world. Review of literature on the issues of borrowing foreign experience of innovation management by Ukraine.
Topic 11	Preparation for laboratory work. Study of lecture material, preparation for the class, review of literature on the issues: 1. Types of nanotechnologies. 2. American, Japanese and European practices of nanotechnology development. 3. Features of innovation management in the international business environment of different countries. Preparation for colloquium 2
Topic 1 – 11	Preparing for the exam, doing homework

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the discipline, the following teaching methods are used to achieve certain learning outcomes and intensify the educational process:

Verbal (lecture (Topics 1, 3, 6, 9 - 11), mini-lectures (Topics 2, 5, 8), problem lectures (Topics 4, 7)).

Visual (demonstration (Topics 1 - 11)).

Practical (practical work (Topics 1, 3 - 5, 7 - 9, 11), laboratory work (Topics 1, 4 - 6, 8 - 11), seminars-discussions (Topic 2), case method (Topics 3, 9), associative game (Topic 11), mini-training (Topic 7)).

FORMS AND METHODS OF EVALUATION

The university uses a 100-point cumulative system for evaluating the learning outcomes of higher education students.

Current control is carried out during lectures, practical and seminar classes and is aimed at checking the level of readiness of a higher education student to perform a specific job and is assessed by the amount of points scored:

The form of semester control is an exam (exam): the maximum amount is 60 points; the minimum amount that allows a higher education student to pass an exam (exam) is 35 points.

The final control is carried out in the form of a semester control.

Semester control is carried out in the form of a semester exam (examination). The semester examination (exam) is held during the examination session

The maximum amount of points that a higher education student can receive during an exam is 40 points. The minimum score for an exam to be considered passed is 25 points.

The final grade in the discipline is determined:

summing up the points for the current and final control.

During the teaching of the discipline, the following control measures are used:

Current control: laboratory work (10 points), practical assignments (10 points), presentation (6 points), written tests (10 points), assignments on topics (10 points), colloquia (14 points).

Semester control: Grading including Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria.

Example of an exam ticket

Semen Kuznets Kharkiv National University of Economics
First (bachelor's) level of higher education
Specialty "International economic relations"
Educational and professional program "International Business".
Semester VII
Academic discipline "International Innovation Management"

EXAM PAPER № 1

Task 1 (test) (20 points))

1. Which of the following functions can be attributed to the patron enterprises?
 - a. Basic science, exploratory research, planned development of new products;
 - b. Small-scale production of completely new pioneering knowledge-intensive products

- c. R&D for product differentiation
 - d. Development of pioneering technological innovations
 - e. Development of pioneering technological innovations
 - f. Production of small simple parts and components for large companies
 - g. Specialized production of differentiated products for market segments
 - h. Providing consumers with complex and rare knowledge-intensive services
2. Which type of innovation behavior is described as "mass production of a new product ahead of competitors due to serial production and economies of scale"?
- a. Violent
 - b. Patent
 - c. Commutant
 - d. Expectoant
3. What functions can be attributed to the enterprises - violets?
- a. Mass and large-scale production of standard products
 - b. Specialized production of differentiated goods for market segments
 - c. Conducting market research to find market niches (narrow segments)
 - d. Basic science, exploratory R&D, planned development of new products
 - e. Work on product standardization, organization of quality and certification systems
 - f. Imitation of new products and offering them to the market segment with low payment demand
 - g. Organization of the warranty service system
 - h. Development and market entry with pioneering radical product innovations
4. What is a state science and technology program?
- a. The main plan for the development of the scientific and technical sphere of the state
 - b. A large-scale innovation project of national importance aimed at solving certain scientific and scientific and technical problems
 - c. Priorities of the scientific and technical sphere of the state with defined directions of their practical implementation
5. Which of the following main objectives of the Nike mission-policy undoubtedly have an innovative aspect?
- a. To take a strong position in new dynamic markets: tourist equipment, bicycles
 - b. To move towards expanding the number of international markets
 - c. Increase profitability by managing inventory and improving product quality
 - d. Confirm and strengthen the company's position as the number one producer of progressive sporting goods, with a special focus on running, football, baseball
 - e. Intensify the company's efforts to produce products for children's needs
6. Which of the following services are not provided by business incubators?
- a. Rent of premises
 - b. Information services
 - c. Production services

d. Marketing services.

7. Name an organization that specializes in creating conditions for the emergence and effective operation of small innovative firms.

- a. Technopark
- b. Scientific and industrial complex
- c. Technopolis
- d. Business incubator

8. Which innovation strategy is associated with a high level of financial risks?

- a. Traditional
- b. Imitation
- c. Dependent
- d. Protective
- e. Offensive

9. Name the National Center that ensures Ukraine's cooperation in international information exchange.

a. The Ukrainian Institute of Scientific, Technical and Economic Information (UkrINTEI)

- b. Innovation Chamber of Ukraine
- c. State Innovation Company of Ukraine
- d. Ministry of Foreign Affairs of Ukraine

10. Which innovation strategy is associated with improving the form and service of products, fixing certain innovative forms for a long period of their "life cycle"?

- a. Traditional
- b. Imitation
- c. Offensive
- d. Dependent
- e. Defensive

Task 2 (stereotypical) (8 points)

In today's world, innovations determine the success of any company in the national market. However, managers of such companies constantly face resistance to change. What do you think managers should do to overcome this resistance to innovation? Define an innovation program if you are appointed as an innovation manager?

Task 3 (diagnostic) (12 points)

A company plans to produce new products. Determine the effectiveness of innovation with regard to risk, if the planned annual volume of the new product is 680 thousand units, the selling price of the product is UAH 150, the life cycle of the product is 1.5 years, the probability of technological success is 65%, the probability of commercial success is 73%, and the amount of costs for the implementation of innovation is UAH 700 thousand..

Approved at the meeting of the Department of International Economic Relations,
protocol № _____ from " ____ " _____ 20____.

Examiner PhD, Associate Professor
Yu.

Mishin O.

Head of the Department, Doctor of Economics, Professor

I. P. Otenko

Evaluation criteria

The final score for the exam is the sum of the scores for all tasks. The total number of points for the examination work is 40.

Task 1 (test) (20 points)

The maximum number of points is -20.

Each test is worth 2 points. The number of tests is 10.

Task 2 (stereotypical) (8 points)

The maximum score of the task is 8 points, of which:

- 3 - knowledge of theoretical material;
- 2 - reasoning and validity of the answer;
- 3 - availability of reasonable conclusions.

Task 3 (diagnostic) (12 points)

The maximum mark for the task is 12 points, of which:

- 3 - correct methodological approach, knowledge of formulas for calculation;
- 2 - correct arithmetic calculation of indicators;
- 2 - design of the task solution: the course of calculations, units of measurement, necessary explanations.
- 5 - availability of reasonable conclusions about the dynamics of indicators.

RECOMMENDED LITERATURE

Main

1. Менеджмент та інновації: теорія і практикум : навч. посіб. / О. І. Карий та ін. – Львів : Растр-7, 2020. – 297 с.
2. Міжнародний стратегічний менеджмент : підручник / А. В. Колодійчук та ін. – Львів : АТБ, 2022. – 184 с.

3. Joanne Hyland, Magnus Karlsson CHANGING THE DYNAMICS AND IMPACT OF INNOVATION MANAGEMENT: A SYSTEMS APPROACH AND THE ISO STANDARD (On Technology Management, 40). World Scientific Publishing Company. 2022. URL : <https://www.amazon.com/CHANGING-DYNAMICS-IMPACT-INNOVATION-MANAGEMENT/dp/1800612095>

4. Jin Chen, Gang Zheng Innovation Management. McGraw-Hill Education, 2019. 464 p. URL : https://www.najlacnejsie-knihy.sk/kniha/innovation-management-systemic-framework-and-china-s-exploration_22144592.html?gad_source=1&gclid=Cj0KCQiA7OqrBhD9ARIsAK3UXh3tIN0yVxRf3wusqRz-EZwlvlhYEd5fVLGKi5lvmPilzQBupIWRLUaAt7jEALw_wcB

5. Jan van den Ende. Innovation Management. Bloomsbury Publishing. 2021. 280 p. URL : <https://www.bloomsbury.com/uk/innovation-management-9781352012422/>

Additional

6. Економічне управління інноваціями : монографія / В. Г. Федоренко та ін. ; за ред. В. Г. Федоренка. – Київ : ДКС Центр, 2020. – 371 с.

7. Іващенко Г. А. Формування зовнішньоекономічної стратегії підприємства / Г. А. Іващенко // Електронне наукове фахове видання "Ефективна економіка". – 2021. – № 5 [Електронний ресурс]. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/26074>.

8. Інноваційні технології в туристичному та готельно-ресторанному бізнесі : колект. монографія / за заг. ред. д-ра іст. наук, проф. Г. М. Чепурди. – Черкаси : Новий курс, 2020. – 119 с.

9. Лісовський П. М. Міжнародна економіка: креативність, плановість, законність : навч. посіб. / П. М. Лісовський, Ю. П. Лісовська. – Київ : Ліра-К, 2021. – 106 с.

10. Маркіна І. А. Менеджмент інноваційно-інвестиційного потенціалу промислової сфери: національні та глобалізаційні аспекти : монографія / І. А. Маркіна, С. М. Марчишинець. – Полтава : Астроя, 2020. – 276 с.

11. Менеджмент: інноваційний аспект : монографія / Т. Ю. Чаркіна та ін. ; за заг. ред. проф. Л. В. Марценюк. – Дніпро : Журфонд, 2022. – 135 с.

12. Міжнародна економіка та міжнародні економічні відносини : навч. посіб. з дисциплін «Міжнародна економіка» та «Міжнародні економічні відносини» для студентів спец. 292 «Міжнародні економічні відносини» всіх форм навчання / Босак А. О. та ін. – Львів : Міські інформаційні системи, 2021. – 354 с.

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14. Петренко Л. А. Інноваційний розвиток підприємства: генезис теорії та сучасна практика управління : монографія / Л. А. Петренко. – Київ : НУОУ ім. Івана Черняхівського, 2020. – 328 с.

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Information resources

18. Офіційний сайт Торгово-промислової палати України. – Режим доступу : www.ucci.org.ua.

19. Сайт персональних навчальних систем ХНЕУ ім. С. Кузнеця. Дисципліна "Міжнародний інноваційний менеджмент" [Електронний ресурс]. – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=7805>.