University of Gdańsk

Subject card

Subject name and code	Introduction to Innovation, PG_00199883						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Małgorzata Ławreszuk				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	0.0	0.0	5.0	0.0	21
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	21		0.0		29.0	50
Subject objectives	Acquiring knowledge in the basic areas of economic innovation, including enterprise innovation and the economics of innovation. Through project-based work, students develop and strengthen their teamwork skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student is able to assess his/ her level of knowledge about innovation and identifies the need for further education in this area.	[SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	The student is able to explain how innovations influence economic and social phenomena by applying knowledge of economics and management. To demonstrate this competence, the student prepares, in teams of 4–6 members, a project concerning the importance of selected managerial competencies in the effective management of oneself and a team of employees. The project is discussed and approved during consultations with the course instructor and is subsequently presented during classes.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student knows the processes of change in enterprises and institutions resulting from the implementation of innovations and their conditions and effects.	[SW4] test/exam - oral or written
	[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	The student knows the various organizational forms of economic entities and their role in innovation systems.	[SW4] test/exam - oral or written
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	The student has knowledge of the importance of innovation in social and economic sciences and knows the basic terminology related to innovation.	[SW4] test/exam - oral or written
	[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	The student understands the basics of intellectual property protection in the context of innovation activities.	[SW4] test/exam - oral or written
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to analyze innovative phenomena in the economy using appropriate scientific methods.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is able to think and act in an entrepreneurial manner, shows initiative and flexibility in conditions of uncertainty and risk.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognizes the role of knowledge about innovation in solving economic problems and uses expert support in the case of complex issues.	[SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student is able to analyse innovation processes and interpret their causes and effects using appropriate tools.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work

Subject contents	**1. What is Innovation and Why Does It Matter?** An introduction to the concept of innovationnot only technological but also organizational, product-based, and social. Discussion on how innovation drives firm competitiveness and broader socio-economic development. **2. Incentives for Innovation Who Innovates and Why?** An analysis of the drivers behind innovation: profit, competitive pressure, societal needs, crises, and regulatory changes. The role of customers, investors, and internal organizational culture. **3. Organizing for Innovation How to Build a Culture of Creativity?** What structures, processes, and management styles support innovation? Case studies of innovative organizations; the role of leadership, interdisciplinary teams, and open collaboration models. **4. Innovation Policy and the Role of Government** What is innovation policy and what are its goals? Examples of tools: grants, tax incentives, venture capital support, science parks. The strategic role of governments in steering research and technology priorities. **5. Innovation Systems National, Regional, and Sectoral Perspectives** An introduction to the concept of national, regional, and sectoral innovation systems. How universities, firms, public institutions, and society collaborate in the creation and implementation of innovation.
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	20.0%
exam	51.0%	60.0%
attendance and participation	51.0%	20.0%

Recommended reading		
	Basic literature	Swann, GM Peter. The economics of innovation: An introduction. Edward Elgar Publishing, 2014 Brodzicki, T. (2016). Innovation intensity as a driver of firms internationalization intensity: evidence for Poland. Ekonomia. Rynek, Gospodarka, Społeczeństwo, (46), 11-43. Brodzicki, T., & Golejewska, A. (2019). Firms innovation performance and the role of the metropolitan location. Evidence from the European periphery. Entrepreneurship & Regional Development, 31(9-10), 908-929.
	Supplementary literature	Brodzicki, T. (2019). The intensity of market competition and the innovative performance of firms. Innovation, 21(2), 336-358. Maria Matusiewicz (2024) Framework for Physical Internet deployment in cities, Urban, Planning and Transport Research, 12:1, 2303341, DOI: 10.1080/21650020.2024.2303341
	eResources addresses	

Example issues/ example questions/ tasks being completed	What is the difference between technological and social innovation? Why is innovation crucial for a company's competitiveness? What historical crises have accelerated innovation? Who typically initiates innovation within an organization and why? What elements of organizational culture support creativity? What are examples of effective innovation policy in Poland or globally? Should the state fund high-risk research projects? What roles do universities play in the innovation system? Does every industry need innovation in order to grow?
Work placement	Not applicable

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