

VALUE CHAIN AND INNOVATION MANAGEMENT

Ing. Omar Ameir, Ph.D.

The subject characteristic

- Teacher: Mgr. Dagmar Halová
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- Consulting hours: Tuesday: 12:00 – 15:00.

The subject characteristic

- Requirements of the subject:
 - Credit:
 - active participation in seminars (minimum 80%);
 - the performance of ongoing tasks;
 - credit test.

Compulsory literature

- AMEIR, Omar, Management inovací. Olomouc: Moravská vysoká škola Olomouc, 2018. 64 s. Studijní text dostupný na portálu EDULAM (<https://edulam.cz/elektronicka-knihovna/>).
- PETERKOVÁ, J., LUDVÍK, L. Řízení inovací v průmyslovém podniku. SAEI, vol. 42. Ostrava: VŠB-TUO, 2015. 207 s. ISBN 978-80-248-3826-7.
- PETERKOVÁ, J. (2018). Využití konceptů inovací v průmyslovém podniku. SAEI, vol. 49. 200 s. Ostrava: VŠB-TU Ostrava. ISBN 978-80-248-4072-7.
- VEBER, J. J. SRPOVÁ a kol. Management inovací. Praha: Management Press, 2016. ISBN 978-80-726-1423-3.

Recommended literature

- Tidd, J., Bessant, J. (2018). Managing Innovation: Integrating Technological, Market and Organizational Change. Chichester: John Wiley.
- GUPTA P. A., TRUSKO, B. T. Global Innovation Science Handbook. USA: McGraw-Hill Education, 2014. 896 pp. ISBN 978-0071792707.
- Kim, W. Ch a R. Mauborgne. Strategie modrého oceánu. Brno: Management Press, 2018. VANCE, A. Elon Musk: Tesla, Space X a hledání fantastické budoucnosti. Jan Melvil publishing, 2015. 400 s. ISBN 978-80-87270-73-8.

Thematic plan of the subject

1. Determination of innovation management - innovation and invention.
2. Innovation process - factors influencing the way of innovation management.
3. Information sources and business climate for innovation.
4. Practical examples of innovations implemented in companies.
5. Corporate innovation strategy.
6. Creating value innovations - Blue Ocean Strategy.
7. Gaining knowledge from the market .
8. Economic aspects associated with innovations.
9. Selected methods for innovation management.
10. Effective integration of processes and learning - innovation and business strategy.
11. Learning through business entrepreneurship - internal business and new companies.
12. Protection of intellectual and industrial property.

Thank You for Your
Attention