

BUNIN YELETS STATE UNIVERSITY

THE DISCIPLINE'S WORK PROGRAM
B1.V.01.10 Investment and innovation management

Course of study: 38.03.02 Management

Orientation (profile): Organization management and logistics

Qualification (degree): Bachelor's degree

Form of study: full-time

Institute: Economics, Management and service technologies

Department of Economics and Management named after N.G. Nechaev

	full-time form	full-time and part -time education	correspondence form
Course	4		
Semester/trimester	7,8		
Lectures	72		
Laboratory classes	-		
Practical (seminar) classes	72		
, including practical training	4		
Interim assessment form(s)	Credit 7th se- mester Exam 8th semes- ter		
Control	9,3		
Other forms of work	-		
Independent work	134,7		

Total hours: 324

Labor intensity: 9 credits

Developer of the work program:

Candidate of Economic Sciences, Associate Professor M. I. Shepelev

I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of the discipline is to study the theoretical aspects and features of the formation of an innovative society of the 21st century, to summarize foreign and domestic experience in managing innovation and investment processes at the national, regional and corporate levels. To consider the main directions of innovation development in modern society.

Objectives of the discipline study:

- to form students' deep theoretical knowledge about innovation as a new economic category;
- to reveal the meaning of innovation and investment policy at both the state and regional, local and corporate levels;
- to show the types of innovations and their main characteristics; to reveal the main patterns of innovation processes; to reveal the essence and methods of innovation planning;
- to reveal the main stages of innovation formation as an independent economic category, in the analysis of the main trends in the development of innovation processes.

The place of the discipline in the structure of the OPOP: it is implemented within the framework of the part formed by the participants in educational relations.

Planned learning outcomes in the discipline:

Competence code	Indicators of competence achievement	Planned learning outcomes in the discipline
PCS -1	To know: <ul style="list-style-type: none"> – typical methods and methods of performing professional tasks in the field of production planning and organization; fundamentals of using modern management approaches.	To know: <ul style="list-style-type: none"> - - basic concepts and terms of innovative economy - - the methodology of developing innovative strategies of the enterprise - - features of the use of innovation management in the context of information technology application
	Be able to: <ul style="list-style-type: none"> – to apply in practice methods and methods of solving problems in the field of planning, organization of production using modern management approaches; to use modern management approaches in solving professional tasks in various fields of economic activity.	Be able to: <ul style="list-style-type: none"> - classify innovations by their types - develop innovative projects within the framework of the company's activities to substantiate and select information technologies for solving problems in the field of innovation management
	Own: <ul style="list-style-type: none"> - skills in applying standard methods and methods of performing professional tasks in the field of planning, production organization, and modern management. 	Own: <ul style="list-style-type: none"> - methods of calculating the economic efficiency of innovative changes - skills of economic assessment of the effectiveness of innovative процесса разработки нового продукта -навыками использования

		современных технологий в профессиональной деятельности менеджера
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II. CONTENT AND SCOPE OF THE DISCIPLINE
indicating the number of hours allocated for students' contact work
with a teacher (by type of training) and for independent work
Full-time education

№ п/п	Naming of sections and topics	Total	Classroom classes			Independent work
			ЛК	ПЗ	ЛБ	
	Section 1. The economic essence of innovation	60	20	20		20
1	Topic 1. Innovation, definition and classification	18	6	6		6
2	Topic 2. Innovation functions	18	6	6		6
3	Topic 3. Innovation process: structure, life cycle	24	8	8		8
	Section 2. Investing in innovation	48	16	16		16
4	Topic 4. Static methods for evaluating investments in innovation	24	8	8		8
5	Topic 5. Dynamic methods for evaluating investments in innovation	24	8	8		8
	Test					
	Total for the 7th semester	108	36	36		36
	Section 3. Innovative strategies	206,7	36	36		134,7
6	Topic 6. Strategy and mechanisms of innovative development of enterprises	46	8	8		30
7	Topic 7. Defining the directions of innovative development at the enterprise	44	7	7		30
8	Topic 8. Investment activity of the company in the field of innovation	44	7	7		30
9	Topic 9. Recommendations on the practical use of innovative development methodology	44	7	7		30
10	Topic 10. The state and problems of Russia's innovative development	28,7	7	7		14,7
11	Exam	0,3				
12	Total for 8 semesters	207	36	36		134,7
	, including practical training	4	2	2	-	-
	Control	9				
	total:	324	72	72		134,7

Full-time and part-time education (not implemented)

Correspondence education (not implemented)

**III. EVALUATION MATERIALS FOR THE ONGOING AND
INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE**

The current certification is conducted in the form of a test.

A typical test version

1. Innovation is:

a) a new service; b) a new sales market; c) a fundamental scientific idea.

2. The introduction of the term "innovation" is associated with the name of:

a) K. Marx; b) J. Schumpeter; c) M. Porter.

3. The theory of long-wave economic development was developed by:

a) N. Kondratiev; b) S. Davis; c) H. Freeman.

4. According to the degree of novelty, the following types of innovations are distinguished:

a) retronovation; b) modifying innovation; c) reactive innovation.

5. The Tobin coefficient characterizes:

a) the business activity of the enterprise; b) the amount of intellectual capital of the enterprise; c) the payback period of the innovation project.

6. Dual-use technologies are used:

a) for the production of two projects; b) at two enterprises; c) for civilian and military purposes.

7. Currently, scientists have given a description of ... technological trends:

a) three; b) five; c) seven.

8. A product is considered new if:

a) the maximum sales volume is not reached (according to the product lifecycle schedule on the market);

b) consumers consider it as such, taking into account the information aspect, experience and duration of the product's presence on the market;

c) it has no analogues.

9. Commercial ways of transferring innovations include:

a) sale of patents and licenses; b) training, staff internship; c) engineering.

10. The main directions of organizational changes in the innovation sphere of Russia at the present stage include:

a) formation and development of small innovative business;

b) the formation of an innovative infrastructure;

c) focus on large innovative business.

11. The internal innovation divisions of the enterprise are:

a) consortia; b) spin-offs; c) intrareneries.

12. The necessary conditions for the creation of a small innovative company are:

a) the existence of a commercial purpose; b) the availability of capital; c) the public need for innovation.

13. The main task of the business incubator is:

- a) to support small innovative firms during their formation;
- b) assistance to large businesses in the selection of clients;
- c) improving the organizational and technical level of the existing production.

14. Types of leasing:

a) dry; b) wet; c) wet.

15. If the current cost of an innovation project is positive, then the return on investment is:

a) also positive; b) more than zero, but less than one; c) more than one.

The intermediate certification of students is carried out in the form of a test using the following assessment materials: list of questions for the test.

Questions for the test (7th semester, full-time education)

1. Russia's economic development strategy.
2. Socio-economic development and the innovation process.
3. The introduction of new technologies based on the integration of strategic management and innovative enterprise management.
4. Analysis of the current state of the innovation and investment mechanism of the Russian economy.
5. Business communication in the innovation process.
6. Innovation management.
7. A systematic approach to innovation management.
8. The model of innovative development of the modern region.
9. Determining the investment attractiveness of the region.
10. Intersectoral regional innovation centers.
11. Monitoring of the scientific and innovative potential of the region and organizations.
12. Formation of innovative strategies of firms.
13. Competitive selection of innovative projects.
14. The use of innovative development methods by enterprises.
15. The procedure for a comprehensive assessment of the effectiveness of innovation in an enterprise.
16. Presentation of innovative projects in the form of business plans.
17. The procedure for drawing up a business plan.

18. Optimization of innovation policy at the enterprise.
19. The use of research results in the field of personnel training.
20. Investments as an economic category.
21. Methods of investment analysis.
22. Background information for the preparation of a business plan.
23. Analysis of conditions and possibilities of implementation of the investment project concept.
24. Classification of risks in the analysis of investment projects.
25. Innovation: definition and classification
26. Innovation functions
27. Innovation process: structure, life cycle
28. Investing in innovation

Exam questions (8th semester, full-time education)

1. Russia's economic development strategy.
2. Socio-economic development and the innovation process.
3. The introduction of new technologies based on the integration of strategic management and innovative enterprise management.
4. Analysis of the current state of the innovation and investment mechanism of the Russian economy.
5. Business communication in the innovation process.
6. Innovation management.
7. A systematic approach to innovation management.
8. The model of innovative development of the modern region.
9. Determining the investment attractiveness of the region.
10. Intersectoral regional innovation centers.
11. Monitoring of the scientific and innovative potential of the region and organizations.
12. Formation of innovative strategies of firms.
13. Competitive selection of innovative projects.
14. The use of innovative development methods by enterprises.
15. The procedure for a comprehensive assessment of the effectiveness of innovation in an enterprise.
16. Presentation of innovative projects in the form of business plans.
17. The procedure for drawing up a business plan.
18. Optimization of innovation policy at the enterprise.
19. The use of research results in the field of personnel training.
20. Investments as an economic category.
21. Methods of investment analysis.
22. Background information for the preparation of a business plan.
23. Analysis of conditions and possibilities of implementation of the investment project concept.

24. Classification of risks in the analysis of investment projects.
25. Innovation: definition and classification
26. Innovation functions
27. Innovation process: structure, life cycle
28. Investing in innovation
29. The State as a participant in the innovation process
30. Systematic assessment of the innovation process in Russia
31. Regional component of the investment process
32. The emergence and development of innovation management
33. Theoretical aspects of innovative development of enterprises
34. Methods for evaluating the effectiveness of innovation and investment projects
35. Calculation of net discounted income and return on investment index
36. The main stages of creating an innovative product
37. Technical and economic assessment of the viability of the project
38. Method of calculating the break-even point
39. Development of innovative behavior of the enterprise
40. Indicators characterizing the effectiveness of the innovative development strategy of the enterprise: the growth of the patent portfolio, the growth of market share.
41. Indicators characterizing the effectiveness of the innovative development strategy of the enterprise: growth of non-operating income of the enterprise, growth of the commodity portfolio, growth of the share price
42. Research of innovation activity: provision of intellectual property, personnel employed in research and development, property for research and development.
43. Research of innovation activity: coefficient of mastering new technology, coefficient of introducing new products.
44. Formation of innovative strategies.
45. The main stages of the investment cost assessment model
46. Selection of innovative projects
47. Assessment of innovation potential
48. Analysis of the innovation process
49. The main indicators of the innovation process analysis
50. Composition and structure of the business plan
51. The economic essence of the business plan

IV. THE LIST OF LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE

4.1. Basic literature

1. Belyaev, Yu.M. Innovation management: textbook / Yu.M. Belyaev. – Moscow: Dashkov and Co., 2020. 220 p.: ill. – Educational publications for bakalavers). – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=496063> (date of request: 04/08/2024). – Bibliogr.: pp. 159-162. – ISBN 978-5-394-02070-4. – Text: electronic.

4.2. Additional literature

1. Darmilova, J.D. Innovative management: a textbook / J.D. Darmilova. Moscow : Dashkov and Co., 2018. 168 p. (Educational publications for bachelors). – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=496065> (date of request: 04/08/2024). – Bibliogr.: pp. 152-153. – ISBN 978-5-394-02123-7. – Text : electronic..
2. Innovative management: a textbook: [16+] / K.V. Baldin, A.V. Barysheva, E.L. Markridenko, I.I. Perederyaev ; edited by A.V. Barysheva. – 3rd ed. – Moscow : Dashkov and Co., 2017. – 383 p. : ill. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=495768> (date of notification: 04/08/2024). – Bibliogr. in ISBN 978-5-394-01454-3. – Text : electronic.

V. THE LIST OF RESOURCES OF THE INTERNET INFORMATION AND TELECOMMUNICATION NETWORK NECESSARY FOR MASTERING THE DISCIPLINE

№ п/п	Link to an information resource	The name of the development in electronic form	Availability
1.	http://innovation.gov.ru/	Innovation in Russia website	Free access
2.	www.garant.ru	Information and legal portal	Free access
3.	www.consultant.ru	Russian computer Legal Reference System	Free access

VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1.	http://www.biblioclub.ru	Electronic Library System (EBS) University Library Online	Registration via any university computer. In the future, unlimited individual access is provided from any point where Internet access is available.
2.	http://www.e.lanbook.com	The Electronic Library System (EBS) of the Lan Publishing House	Free access
3.	НЭБ.рф	National Electronic Library	Access is provided only within the framework of an organized electronic reading room from terminals installed on the territory. IGU Scientific Library (28 Kommunarov St.): reading room, room 305 b; YSU Electronic Information Center, room 406 a

VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc.

VIII. EQUIPMENT AND TECHNICAL TRAINING FACILITIES NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable technical training equipment (projector, screen, computer/laptop). Independent work is carried out in classrooms equipped with computer technology with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.