

*Federal State Autonomous Educational Institution of Higher Education
"Peoples' Friendship University of Russia"*

*Faculty of Economics
Department of National Economy*

Recommended by MSSN / MO

**Program and Description
of the Course**

CORPORATE INNOVATION POLICY

**Master Program "International Business"
field 38.04.01 "Economy"
specialization "International Business"**

Qualification (degree) graduate: Master Degree

2021

Goals and objectives of discipline:

The goal of the course: The main goal of the course is to train qualified professionals with comprehensive knowledge and thinking in the field of innovation; acquaintance with modern methodology and development of practical skills to analyze the innovative capabilities of the company; acquaintance with commercialization of innovation as an important source of economic growth and profit maximization, improvement of competitiveness, business activity and financial stability of the firm.

The main objectives of the study subjects are:

- Mastering by Master students the modern tools and analytical apparatus for analysis of key economic issues.
- Acquiring of practical skills of comprehensive analysis of the different economic policy options.
- Familiarization with the most promising modern research theories in the field of Macroeconomics.

2. Place of discipline in the structure of the study plan:

This course is a variety part course of the curriculum. Knowledge and skills acquired in the study of this course will be used in the study of other disciplines, in writing papers and Master Thesis, in scientific research of students.

Table No. 1 shows the previous and subsequent disciplines aimed at the formation of the competencies of the discipline in accordance with the competency matrix of OP VO.

Table No. 1 - Previous and subsequent disciplines aimed at the formation of competencies

Competence	Preceding	Subsequent
readiness for communication in oral and written forms in Russian and foreign languages for solving tasks of professional activity (GPC-1)	Microeconomics, Econometrics, International trade, Technology transfer, Doing business in Russia	Macroeconomics, International monetary relations, International business management, Custom and tariff regulation, Corporate security, Research practice.

ability to make organizational and managerial decisions (GPC-3)	Microeconomics, Econometrics, International trade, Technology transfer, Doing business in Russia	Macroeconomics, International monetary relations, International business management, Custom and tariff regulation, Corporate security, Research practice.
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ability to conduct independent research in accordance with the developed program (PC-1)	Microeconomics, Econometrics, International trade, Technology transfer, Doing business in Russia	Macroeconomics,, International monetary relations, International business management, Corporate security, Research practice.
ability to develop strategies of behavior of economic agents in various markets (PC-2)	Microeconomics, Econometrics, International trade, Technology transfer, Doing business in Russia	Macroeconomics, International monetary relations, International business management, Custom and tariff regulation, Corporate security, Research practice.
ability to manage economic services and divisions in enterprises and organizations of various forms of ownership, in state and municipal authorities (PC-3)	Microeconomics, Econometrics, International trade, Technology transfer, Doing business in Russia	Macroeconomics, International monetary relations, International business management, Custom and tariff regulation, Corporate security, Research practice.

3. Requirements for the results of the studying of the discipline are:

General professional competencies that a student should acquire:

- readiness for communication in oral and written forms in Russian and foreign languages for solving tasks of professional activity (GPC-1).
- ability to make organizational and managerial decisions (GPC-3).

Professional competencies that a student should acquire:

PC-1. Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole

design and economic

PC-2. Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.

PC-3. Able to independently carry out research activities and critically evaluate the results obtained.

As a result, the student must:

know:

- the economic substance and the content of innovation,
- basic trends of development of innovative activity of the company;
- the main approaches to the commercialization of innovations;
- the main sources of financial support for innovation;
- the main directions of state regulation of innovative activity;
- have an understanding of contemporary forms of innovation management,
- trends and prospects of its development and implementation of approaches
- to improve the effectiveness of innovation.

be able to:

- formulate and set goals for the development of an innovative project;
- analyze, develop, adopt innovative management decisions in risky
- situations and manage their implementation process;
- determine the optimal value of innovation costs and give economic evaluation of innovative projects;
- use methods of innovation management in innovative activity.

get:

- skills in innovation analysis;
- skills in innovation design;
- practical skills of analysis, evaluation and calculation of economic efficiency of innovative projects.

4. The work load of discipline and types of training activities

Credit hours for the discipline are **3 credit units (one semester)**

Type of school work	Total hours				
		1	2	3	4

In class hours	36		36		
Including:	-		-	-	-
Lectures	18		18		
Seminars (C)	18		18		
Self-study (total)	72		72		
Including:				-	-
Course project (individual project)	20		20		
Cash and graphics					
Review	-	-	-		
<i>Other types of independent work:</i>					
Preparation of 2 creative projects					
Independent study of recommended literature	20		20		
Preparation for the mid-term test	16		16		
Preparation for the final test	16		16		
The overall credit hours	3				
	108		108		

Topic 1. Basic concepts of innovation development. Innovation process

Essence and basic definitions of innovation. Innovation process: stages and subjects. Classification of innovation. Innovation statistics

Topic 2. State regulation of innovation

State activity in the innovation sphere. State policy instruments. Modern state innovation policy in the Russian Federation.

Topic 3. Financing of innovation activities.

Sources of financing innovations of companies: own funds, borrowed funds and raised funds. State funding. Market ways of raising funds for innovative projects.

Topic 4. Venture financing.

Objectives, principles and methods of venture business. Stages of venture investment. Business angels and venture funds. Ways to minimize the risks of venture entrepreneurs.

Topic 5. Large, medium and small innovative enterprises.

The concept of innovative organization. External and internal environment for innovation. Sources of innovation. Features of the innovation activities of large companies, small and medium-sized innovative companies. Intercompany scientific and technical cooperation, international innovative cooperation.

Topic 6. Innovative strategies of enterprises.

Offensive, defensive, imitational corporate innovation strategies. Closed and open innovation.

Topic 7. Technology transfer.

The role of technology transfer from research to production area. Licenses, types of license agreements. Types of royalties. The problem of technology transfer. Forms of technology transfer to production. Technology transfer departments.

Topic 8. Economic efficiency of innovation projects under uncertainty.

Economic and financial efficiency of innovation. Calculation of performance indicators. Expected efficiency of innovative project under uncertainty.

Topic 9. National innovation systems.

Three major actors of NIS: state, business, universities. The roles of the three players. NIS of the RF.

5.2 Thematic sections and interdisciplinary connection with other disciplines.

Discipline is taught in the second semester of the master's program and does not require follow-up training courses.

5.3. Workload composition

TOPIC	lectures (h)	Seminars (h)
Topic 1. Basic concepts of innovation development. Innovation process	2	2
Topic 2. State regulation of innovation	2	2
Topic 3. Financing of innovation activities.	2	2
Topic 4. Venture financing.	2	2
Topic 5. Large, medium and small innovative enterprises.	2	2
Topic 6. Innovative strategies of enterprises.	2	2
Topic 7. Technology transfer.	2	2
Topic 8. Economic efficiency of innovation projects under uncertainty.	2	2
Topic 9. National innovation systems.	2	2
Total	36	18

6. Laboratory workshop. Not provided.

7. Practical exercises (seminars)

TOPIC	seminars (h)
Topic 1. Basic concepts of innovation development. Innovation process	2
Topic 2. State regulation of innovation	2
Topic 3. Financing of innovation activities.	2
Topic 4. Venture financing.	2
Topic 5. Large, medium and small innovative enterprises.	2
Topic 6. Innovative strategies of enterprises.	2
Topic 7. Technology transfer.	2
Topic 8. Economic efficiency of innovation projects under uncertainty.	2
Topic 9. National innovation systems.	2
Total	18

8. Sample topics for presentation and discussion:

1. “The Strategy of innovative development of the RF up to year 2020”: goals and strategies for development.
2. Current status of innovative sector of the Russian economy.
3. International and national statistics of innovation: macro and micro levels.
4. Innovative firm: features and behavior.
5. Innovation infrastructure: business incubators, techno-parks – international and the Russian experience.
6. Different methods to finance innovations.
7. Business angels: who they are and what are their goals.
8. Venture capital funds: goals, strategies to minimize risks.
9. Big innovation companies: their role in the innovation process.
10. Medium, rapid growth companies, “gazelles”; their role in the innovation process.
11. Small innovative firms: their role in the innovation process (in a selected country)
12. The “Triple Helix” theory: interaction of the State, Universities and Business.

13. Small innovative firms at the universities. International experience and success stories in Russia.
14. The innovation infrastructure in Russia (or other country): efficient techno-parks.
15. University business incubators: goals and results. Success stories.

9. Methodical and informational support

a) main literature:

1. Karzanova I, Solovieva Yu., Zaynullin S., Samuseva T., Paleev D. Innovation activity of enterprise. RUDN, 2017. Available from http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=470012&idb=0

b) additional literature:

1. Jakob Edler, Jan Fagerberg Innovation policy: What, why, and how. Article *in* Oxford Review of Economic Policy, February 2017 URL: https://www.researchgate.net/publication/315498355_Innovation_policy_What_why_and_how

2. The Global Innovation Index. Available from: www.globalinnovationindex.org

3. pdf files from rvc.ru – Russian Venture Company

c) Internet resources:

- www.techbusiness.ru - "High-tech business" magazine
- www.strf.ru – Science and technology in Russia
- www.innovbusiness.ru – innovation and entrepreneurship
- www.rvc.ru – Russian Venture Company
- www.fasie.ru – Assistance (Bortnik) Fund
- www.rusnano.com – Rusnano
- www.sk.ru – Skolkovo
- www.hse.ru – Higher School of Economics
- www.expert.ru – “Expert” magazine
- www.asi.ru/nti - National Technological Initiative

10. Software

OC MS Windows (XP), MS Office 2010, Mentor

Logistical support discipline:

- classrooms (rooms) at the workplace for lectures (depends on the number of students) and for seminars (the number of students in separate groups);
- board;
- desktop PC with Microsoft Office 2007;
- multimedia projector;
- portable equipment - a laptop and a projector;

- screen (stationary or portable floor).

№ aud.	Name-equipped classrooms	List of main equipment
17	Classroom	Multimedia Projector - 2 pcs., Sound Tribune - 1 pc., Screen - 2 pcs.
19	Computer Class	Computers Pentium 4-1700/256MB/cd/audio - 21 pcs., Multimedia projector PanasonicPT-LC75 - 1 pc., The screen is 1 unit.
103	Classroom	Multimedia Projector - 1 pc.,
105	Classroom	Multimedia Projector - 1 pc.,
1	Classroom	Multimedia Projector - 1 pc.,
2	Classroom	Multimedia Projector - 1 pc.,
Conference hall	Classroom	Multimedia Projector - 1 pc., Sound equipment
Hall Library 4	Classroom	Multimedia Projector - 1 pc.,

There are 770 library workstations in the reading rooms of PFUR library. Reading and lending rooms of the Academic and Research Library are located in 5 university buildings. Some rooms are used for group work, 3 rooms are equipped with multimedia devices. Internet access is provided in the library via Wi-Fi.

There are more than 17000 Library readers. Library fund contains 1.800.000 books and is increased monthly. The funds are universal, they are formed by the discipline principle. It is increased due to departments' orders. The library staff counts 43, 36 of them have university degrees, 90% are computer competent.

Electronic catalogue has been compiled since 1990. Since 2010 PFUR e-library system has provided readers with information and full-text document access.

Book lending is done automatically. The free access room is equipped with self-service lending station applying RFIT-technology.

All PFUR computers provide access to PFUR e-library system and electronic sources.

The platform for information, service and resource access is available at the library website <http://lib.rudn.ru/>.

11. Guidelines on the organization of the discipline:

Types of classes and teaching methods

The implementation of the course includes, practical sessions (workshops) including multimedia equipment and an interactive tutorial, the independent creative works and their subsequent presentation, testing, group discussions on topics of the course.

- Final evaluation – 30 points
- referat (text) –15 points
- ppt presentation of referat – 20 points

Score-rating system of knowledge assessment, rating scale

BRS points	Traditional RF ratings	ECTS
95 - 100	Excellent - 5	A (5+)
86 - 94		B (5)
69 - 85	Good - 4	C (4)
61 - 68	Satisfactory - 3	D (3+)
51 - 60		E (3)
31 - 50	Unsatisfactory - 2	FX (2+)
0 - 30		F (2)
51 - 100	Test	Passed

Description of ECTS ratings:

A (“Excellent”) - the theoretical content of the course has been mastered completely, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided by the training program have been completed, the quality of their implementation is estimated by the number of points close to the maximum.

B ("Very Good") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material are basically formed, all the training tasks provided by the training program are completed, the quality of performance of most of them is assessed by the number of points close to the maximum.

C (“Good”) - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with mastered material are not sufficiently developed, all the training tasks provided for by the training program are completed, the quality of performance of none of them is assessed by the minimum number of 5 dollars, some types of tasks are completed with errors.

D (“Satisfactory”) - the theoretical content of the course has been partially mastered, but the gaps are not essential, the necessary practical skills of care with the material mastered are mostly formed, most of the training tasks provided by the training program are completed, some of the completed tasks may contain mistakes.

E (“Mediocre”) - the theoretical content of the course has been partially mastered, some practical skills have not been formed, many of the training tasks provided by the training program have not been completed, or the quality of performance of some of them is assessed by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course is partially mastered, the necessary practical skills are not formed, most of the training tasks provided by the training program are not fulfilled or the quality of their implementation is assessed by the number of points close to the minimum; with additional independent work on the course material it is possible to improve the quality of the performance of training tasks

F (“Certainly unsatisfactory”) - the theoretical content of the course is not mastered, the necessary practical skills are not formed, all completed training tasks contain blunders, additional independent work on the course material will not lead to any significant improvement in the quality of the training tasks.

12. The fund of assessment tools for the intermediate certification of students in the discipline "Economics of enterprise innovation"

Approximate version of questions for intermediate assessment (test №1):

1. What is innovation"? The main classifications of innovation. Examples of product, process, marketing, organizational, environmental innovation.
2. State regulation of innovation: causes and directions.
3. State funds and their role in supporting innovation in the Russian economy.
4. Sources of financing innovative projects at different stages of their life-cycle.
5. "Business Angels" and their role in the implementation of innovative projects.
6. Venture financing of innovative projects: goals of the investor, risk-minimization techniques, "exit" strategies.

The fund of assessment tools for the discipline is presented in the appropriate teaching materials.
The program is compiled in accordance with the requirements of OS VO RUDNF

Developers:

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Head of the Department of
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The work program of the discipline is recommended for approval by a representative of the employing organization:

LLC Astakhov, Khoroshev, Zainullin and Partners

General Director _____ S.B. Zainullin.