PJSC "Higher Education Institution" INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"

Danube branch

SYLLABUS

of the academic discipline (selective)

PRODUCT INNOVATION MANAGEMENT

Specialty **D3 Management**

Educational level: **First (bachelor's) level**

Educational program: **Management**

IAPM 2025

General information about the academic discipline

Name of the discipline	**Product Innovation Management**
Code and name of specialty	**D3 Management**
Level of higher education	First (bachelor's) level
Discipline status	Selective
Number of credits and hours	**3 credits / 90 hours.** Lectures: 20 Seminars/practical classes: 14 Students' independent work : 56
Terms of study of the discipline	5 semester
Language of instruction	Ukrainian
Type of final control	Pass/fail (credit)

General information about the teacher. Contact information.

Lyubov Sergeevna Lutfalieva	
Academic degree	None
Position	Lecturer of Economic Disciplines
Areas of scientific research	Enterprise performance management, innovation and marketing management, optimization of business processes in retail (category management), as well as problems of sustainable development and economic security of business
Links to the registers of identifiers for scientists	ORCID: https://orcid.org/0000-0003-3892-3823
Contact information:	
E-mail:	menedzmentuk@gmail.com
Contact phone number	+380677445957
Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/lyutfalieva-portfolio-a.pdf

Discipline's description.

The discipline "Product Innovation Management" is a specialized educational component that forms future managers' competencies in the creation and commercialization of new products and services. In today's business environment, the company's ability to constantly update its assortment is the main condition for survival. The course combines creative methods of finding ideas (Design Thinking) with rigid algorithms for project management and intellectual property protection. innovation not as an accidental discovery, but as a managed business process: from analyzing market niches and creating a prototype (MVP) to developing a strategy for bringing a product to the market and managing its life cycle.

The subject of the discipline is a set of managerial relations and organizational and economic mechanisms that arise in the process of development, implementation, legal protection and commercialization of product innovations.

The aim of the discipline is to form a system of knowledge and applied skills for managing the company's product portfolio, organizing R&D processes and ensuring the market success of new products.

The objectives of the discipline include mastering the methods of diagnosing market opportunities and generating ideas for new products, studying the regulatory framework for the protection of intellectual property rights (patents, trademarks, industrial designs). The course is aimed at acquiring skills in the formation of product policy, packaging and branding development, choosing optimal sales channels for new products, as well as assessing the economic efficiency of innovative projects and the risks associated with their implementation.

As a result of studying the selective educational component "Product Innovation Management", applicants must:

Know:

- classification of innovations and stages of the product life cycle;
- legislative foundations of intellectual property protection in Ukraine and the world;
- modern product development methodologies (Stage-Gate, Agile, MVP);
- pricing strategies for new products ("cream picking" strategy, penetration);
- methods of analysis of the product portfolio (BCG matrix, ABC analysis).

Be able to:

- generate and select promising ideas for a new product using creative search methods;
- develop the concept of positioning and unique selling proposition (USP) of a novelty;
- choose the optimal legal protection strategy for a specific innovation;
- plan marketing activities to bring the product to the market (Go-to-Market Strategy);
- calculate the break-even point and forecast payback of a new product

Prerequisites for the discipline. The discipline is taught in the fourth semester and is based on the knowledge gained during the study of the courses "Introduction to the specialty "Management", "Microeconomics" and "Management" (1-3 semesters). The fundamental basis for successful mastering of the course is its close integration with the disciplines studied in parallel: "Marketing", which gives an understanding of the needs of the consumer, and "Enterprise Economics", which provides tools for calculating the cost and price of a new product.

Post-requisites for the discipline. The formed competencies are a necessary basis for further study of senior disciplines, such as "Business Analytics" and "Investing". Also, knowledge of innovation management is directly used in the course "Strategic Management of Enterprise" (8th semester) and in writing a bachelor's thesis.

Content of the academic discipline

<table>
<tr><th>№</th><th>Topic name</th><th>Teaching Methods/Assessment Methods</th></tr>
<tr><td>Topic 1</td><td>Theoretical foundations of product innovation management</td><td rowspan="11">Teaching methods:
– Visualization lectures (demonstration of product life cycle models, diffusion curves of innovations and visual analysis of the evolution of the design of well-known products);
– Workshops (workshops on generating ideas using the Design Thinking/SCAMPER methodology, searching for patents in the WIPO/UKRNOIWI databases and determining MVP parameters);
– Case Study (analysis of the strategies of the "Blue Ocean" of global brands and analysis of the reasons for market failures of new products);
– Project work (team development of the concept of your own product: from the validation of the idea and the creation of a Business Model Canvas to the presentation of the market launch strategy).
Assessment methods
– Current control: express testing, solving problems to calculate the break-even point and payback of innovations;
– evaluation of patent search results and verification of the parameters of the developed prototype (MVP);
– protection of the concept of a new product, presentation of the business model (Canvas) and market launch strategy;
– Modular control: written MCR.
– Final control: test (test).</td></tr>
<tr><td>Topic 2</td><td>Innovation strategy and search for market niches</td></tr>
<tr><td>Topic 3</td><td>Generating and selecting new product ideas</td></tr>
<tr><td>Topic 4</td><td>Legal protection of intellectual property</td></tr>
<tr><td>Topic 5</td><td>Organization of the product development process</td></tr>
<tr><td>Topic 6</td><td>Product Attribute Management: Quality, Design, Packaging</td></tr>
<tr><td>Topic 7</td><td>Commercialization and introduction of a new product to the market</td></tr>
<tr><td>Topic 8</td><td>Product Life Cycle Management</td></tr>
<tr><td>Topic 9</td><td>Product Inventory Management</td></tr>
<tr><td>Topic 10</td><td>Assessment of the effectiveness and risks of innovative projects</td></tr>
<tr><td colspan="3">Module Assessment Task</td></tr>
<tr><td colspan="3">Final assessment: pass/fail (credit)</td></tr>
</table>

Technical Equipment and Software.

The discipline is taught in specialized classrooms using multimedia tools (projector, computer) for visual presentation of the material. Students have access to professional literature in the library, as well as to the Internet via Wi-Fi to work with digital tools and databases.

Forms and methods of assessment.

The system of assessment of learning outcomes consists of current and final (semester) control. Current control is carried out systematically at seminars and practical classes. Its purpose is to test theoretical knowledge and practical skills, in particular, the ability to diagnose, forecast and use specialized software for data modeling and analysis.

The forms of assessment include:

- oral types of work: speeches, presentations of analytical research, defense of cases, participation in professional discussions and brainstorming;
- written types of work: performing tests, control tasks, preparing analytical notes and abstracts.

Methods of ongoing assessment combine oral surveys, verification of calculation tasks and reports, as well as monitoring the activity of applicants in solving problem situations.

Grading system and requirements.

Table of distribution of points received by students*

Topics	Ongoing knowledge assessment						Final control		Total points
	Seminar 1 (Topic 1,2)	Seminar 2 (Topic 3,4)	Seminar 3 (Topic 5)	Seminar 4 (Topic 6,7)	Seminar 5 (Topic 8,9)	Seminar 6 (Topic 10)	Module assessment task	Pass /Fail	
Work in a seminar class	6	6	6	6	6	6	20	20*	100
Independent work	4	4	4	4	4	4			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

Assessment Criteria and Procedure

Assessment of educational achievements of higher education applicants is carried out in accordance with the current "Regulations on Assessment of Students' Knowledge" in a higher education institution. The assessment system is cumulative, transparent and takes into account all types of student learning activities during the semester.

Modular Assessment. Modular Assessment (MA) is carried out at the final lesson of the content block in the form of a written modular control work (MCR). The purpose of the ICR is a comprehensive check of the level of assimilation of theoretical material and the ability to apply it in practice.

When evaluating a unit test, the volume, accuracy, reasoning of answers and the correctness of practical tasks are taken into account. The maximum score for the modular test is 20 points.

ICR rating scale:

- The grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of the amount of work). The student demonstrates deep knowledge of theory and a creative approach to solving practical problems. (Rating points: 18-20 points)
- A grade of "good" (B) is given for completing 80-89% of all tasks. The student has a good command of the material, but makes minor inaccuracies in wording or calculations. (Rating points: 16-17 points).
- A grade of "good" (C) is given for completing 70–79% of all tasks. The student knows the main material, but has difficulty justifying decisions or makes mechanical errors. (Rating points: 14-15 points).

- A grade of "satisfactory" (D) is given for the correct completion of 60-69% of the proposed tasks. The student is guided by basic concepts, but the answers are superficial. (Rating points: 12-13 points).
- A grade of "satisfactory" (E) is given if 50–59% of the proposed tasks are completed correctly. This is the minimum level sufficient for the module to be enrolled. (Rating points: 10-11 points).
- An "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed. The module is not credited, re-study of the material is required. (Rating points: less than 10 points).
- Failure to appear for a unit test without a valid reason is estimated at 0 points.

Assessment of independent work (Maximum — 4 points)

The total number of points received by a student for independent work is an important component of academic success in the discipline. Independent work is aimed at deepening knowledge on topics submitted for independent study, and developing skills in searching and analyzing information.

Independent work on each topic, in accordance with the course work program, is evaluated in the range from 0 to 4 points using standardized criteria:

- 4 points ("Excellent"): The task was completed in full, on time, a creative approach, a deep analysis of sources and the ability to draw reasonable conclusions were demonstrated.
- 3 points ("Good"): The task was completed correctly, but there are minor comments on the design or completeness of the disclosure of individual issues.
- 2 points ("Satisfactory"): The task is partially completed, there are significant errors, the material is presented superficially or the deadlines for delivery are violated.
- 0–1 point ("Unsatisfactory"): The assignment was not completed, completed incorrectly, or there are signs of academic plagiarism.

Scale for evaluating the performance of independent work (individual tasks)

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
4	4	3	2	0-1

Evaluation of Additional (Individual) Educational Activities

To stimulate the scientific and creative activity of students, the accrual of incentive (bonus) points is provided. Additional (individual) types of educational activities include activities performed in excess of the scope of tasks established by the work program of the discipline, in particular:

- participation in scientific conferences, round tables and seminars;
- active participation in the activities of scientific circles and problem groups of the department;
- preparation of scientific publications (abstracts of reports, articles);

– participation in All-Ukrainian and International Olympiads and competitions of scientific works.

Procedure for accrual: By the decision of the department, students who took an active part in research work and performed the above types of activities can be awarded additional points to the rating for the relevant educational component (within the total amount of 100 points).

In accordance with clause 2.9.11.2 of the Regulations on Assessment, in addition to performing the main types of work, students may be awarded additional incentive points for a high level of academic discipline and systematic work. The basis for accrual of such points is:

– attendance of all lectures, seminars and practical classes (absence of absences without a valid reason);
– availability of a complete handwritten synopsis of lectures;
– in-depth study of additional educational material;
– attending additional consultations with the participation of a teacher;
– timely performance and protection of all types of work provided for by the program. These points are added to the student's current rating and are a tool for motivating a responsible attitude to the educational process.

Final semester assessment Pass /Fail (Credit)

The final semester assessment (credit) is a mandatory stage of completing the study of the discipline. It can take place in the form of accumulating points (automatically) or passing a written test.

The form of final control is a test in the form of a written test. The final grade is given based on the student's learning outcomes during the semester and consists of the sum of the points of the current control (seminars, independent work), modular control and incentive points.

The procedure for forming an assessment:

Students who have completed all the necessary tasks (including the ICR) and scored a total of 60 points or higher receive a final grade in accordance with the number of points scored without additional testing ("automatically").

For students who have completed mandatory types of work, but received a sum of points below 60, as well as for those who want to improve their result (increase the rating score), the teacher conducts a final test in the form of a test during the last scheduled lesson.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		

68 – 74	D	satisfactorily	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	fail unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail with mandatory re-study of the discipline

Discipline's Policy

Successful mastering of the educational component "Management of Product Innovations" requires high self-discipline and a responsible attitude to the educational process from students.

Prerequisites are regular attendance of lectures and practical classes, active participation in classroom work, as well as timely and high-quality performance of all types of independent and control tasks provided for by the program. In case of missing classes or obtaining unsatisfactory results, the student is obliged to liquidate academic debt by working out the relevant topics.

An integral part of education is strict adherence to the norms of academic ethics and culture of behavior. The educational process is based on the principles of academic integrity, which involves the exclusive independent performance of all written works, reports and presentations. Any borrowings of thoughts or texts of other authors should be accompanied by correct references to primary sources. Within the course of the course, any manifestations of academic dishonesty are unacceptable, including plagiarism, self-plagiarism, fabrication and falsification of data, cheating, deception, bribery or biased evaluation.

Recommended sources of information

Basic literature:

1. On Copyright and Related Rights: Law of Ukraine dated 01.12.2022 No. 2811-IX. URL: https://zakon.rada.gov.ua/laws/show/2811-20#Text.
2. On State Regulation of Activities in the Sphere of Technology Transfer: Law of Ukraine of 14.09.2006 No. 143-V. URL: https://zakon.rada.gov.ua/laws/show/143-16#Text.
3. On innovation activity: Law of Ukraine dated 04.07.2002 No. 40-IV. URL: https://zakon.rada.gov.ua/laws/show/40-15#Text.
4. On the Protection of Rights to Inventions and Utility Models: Law of Ukraine of 15.12.1993 No. 3687-XII. URL: https://zakon.rada.gov.ua/laws/show/3687-12#Text.
5. On the Protection of Rights to Marks for Goods and Services: Law of Ukraine of 15.12.1993 No. 3689-XII. URL: https://zakon.rada.gov.ua/laws/show/3689-12#Text.
6. On the Protection of Rights to Industrial Designs: Law of Ukraine of 15.12.1993 No. 3688-XII. URL: https://zakon.rada.gov.ua/laws/show/3688-12#Text.
7. On priority directions of innovation activity in Ukraine: Law of Ukraine of 08.09.2011 No 3715-VI. URL: https://zakon.rada.gov.ua/laws/show/3715-17#Text.
8. Civil Code of Ukraine: Law of Ukraine of 16.01.2003 No. 435-IV. URL: https://zakon.rada.gov.ua/laws/show/435-15#Text.
9. Bernyk I. M., Novgorodska N. V., Solomon A. M., Ovsienko S. M., Bondar M. M. Innovative technologies of food production: monograph. Vinnytsia: Publisher FOP Kushnir Y. V., 2022. 300 p..

10. Ilyashenko S. M., Shipulina Y. S. Commodity innovation policy: textbook. Sumy: University Book, 2025. 281 p..
11. Logvinkov S. M., Litvinova I. M. Innovative technologies of production of products and provision of services: lecture notes. Kharkiv: KhNEU named after S. Kuznets, 2021. 95 p. URL: https://surl.li/eahvvx.
12. Morokhova V. O., Smolych D. V. Commodity Innovation Policy: Teaching Aid. Lutsk: Vezha-Druk, 2017. 248 p. URL: https://surl.li/gotatq.

Additional literature:

1. Breus S. V. Management of Product Innovations in the Context of Their Implementation by a Business Entity. Eastern Europe: Economics, Business and Management. 2020. Vol. 3 (26). Pp. 55–61. DOI: https://doi.org/10.32782/easterneurope.26-9.
2. Bugaychuk V., Grabchuk I., Alyabyeva V. Strategy of innovative development of enterprise. Economics and society. 2022. № 44. DOI: https://doi.org/10.32782/2524-0072/2022-44-84.
3. Butenko A. I., Umanets T. V., Shatalova L. S. Classifier of Innovative Goods: Methodical Aspect. Bulletin of Economic Science of Ukraine. 2018. № 2. URL: http://www.venu-journal.org/download/2018/2/07-Butenko.pdf.
4. Grabchuk I., Samsonyuk V., Tvardovska I. Management of innovations in enterprise. Economics and society. 2023. № 56. DOI: https://doi.org/10.32782/2524-0072/2023-56-145.
5. Pomircha O. M. Product and Process Innovations and Their Impact on the Economic Situation of Industrial Enterprises. Global and National Problems of the Economy. 2016. Vol. 12. Pp. 332–335. URL: http://global-national.in.ua/archive/12-2016/70.pdf.
6. Rudenko S. V., Riasnyanska A. M., Semenov O. O. Product, production and managerial innovations in the system of development of economic potential of agrarian enterprises. Ukrainian Journal of Applied Economics and Technology. 2023. Vol. 8, No. 1. DOI: https://doi.org/10.36887/2415-8453-2023-1-31.

Information resources:

1. Ukrainian National Office of Intellectual Property and Innovation (UKRNOIWI) : official. website. URL: https://nipo.gov.ua .
2. World Intellectual Property Organization (WIPO) : official website of the World Intellectual Property Organization. URL: https://www.wipo.int .
3. Special Information System UKRNOIWI (SIS): Database of Industrial Property Objects. URL: https://sis.nipo.gov.ua
4. Global Innovation Index (GII) : an annual ranking of innovative development of countries. URL: https://www.globalinnovationindex.org .
5. Gartner: IT research company. URL: https://www.gartner.com
6. Ukrainian Startup Fund (USF): a state institution for the support of innovations. URL: https://usf.com.ua
7. Product Hunt: An international platform for launching new products. URL: https://www.producthunt.com.
8. Strategyzer: A resource for the developers of the Business Model Canvas. URL: https://www.strategyzer.com.