



## Course description: Innovations and investments in business

1	Code	C4060
2	Title of the course	Innovations and investments in business
3	Cycle: short/first/second/third (or EQF level 5/6/7/8)	BA program
4	Year of study when the course is delivered (if applicable)	4th year students
5	Semester (autumn/winter or spring/summer) or trimester when the component is delivered	autumn/winter (Sept to Dec)
6	Number of ECTS credits allocated	5
7	Name(s) of lecturer(s), e-mail(s) of the lecturer(s)	Assoc. Prof. D-r Zornitsa Yordanova <a href="mailto:zornitsayordanova@unwe.bg">zornitsayordanova@unwe.bg</a> <a href="https://www.linkedin.com/in/zornitsa-yordanova-phd-pmp/">https://www.linkedin.com/in/zornitsa-yordanova-phd-pmp/</a>
8	Learning outcomes	Developing and managing innovation projects Create budgets for investment projects Innovation Management theory: innovation types, business models, innovation fundamentals, open and user innovation, innovation process, innovation funding Building innovation strategy and innovation process Developing cost-benefit analysis Technology for innovation Preparing pitch desk for innovation projects for investors
9	Mode of delivery: face-to-face, online (distance) or hybrid (both on campus and online in the same time)	hybrid
10	Prerequisites or/and co-requisites for the course (if applicable)	Motivation and inspiration for developing innovations and startup projects



11	Course content ( <i>Please provide a list of basic topics, covered by the course</i> )	<p>Foundations of innovations          Foundations of investments          Lean startup and agile          Team creativity          Startup projects          Management of innovation projects          Business model canvas          Cost benefit analysis          Innovation process          Funding of innovations          Preparing pitch desk for investors          Innovation ecosystems</p>
12	Required and/or recommended reading, learning resources or tools	<p>Recommended books:          Joe Tidd, John R. Bessant, 2014, Strategic Innovation Management, Wiley          Yordanova, Z. (2018), The Business Innovation Book, Amazon          Ries, E. (2017), The Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth          Patrick Dawson, Costas Andriopoulos (2017), Managing Change, Creativity and Innovation, SAGE Publications Ltd; 3 edition</p>
13	Learning activities and teaching methods	<p>The whole course is designed around "making" and "creating" your own startup / innovation and preparing to receive funding for it. Several guest speakers from the business will guide your projects and also transfer the practice to the classroom for you.</p>
14	Assessment methods and assessment criteria	<p>The following grading criteria apply:          - Individual in-class participation: 10%          - Group assignments: 40%          - Final exam: 50%</p> <p>All students must attend the first session (introductory session) and join a team (for the group assignment).          The last two-hour session in the schedule constitutes the final exam and it is again mandatory for all students.</p>



15	Language of instruction	English
16	Name and Code of the University, offering the course	University of National and World Economy, Sofia BG SOFIA03
17	Degree Program(s) or field	Bachelor's program Business and Economics
18	Tag: CWE = Consortium wide elective (= e.g. courses open to all ISCED codes)	CWE,