

Educational Institution  
"Belarus State Economic University"

SUBMIT  
Rector of the Educational Institution  
"Belarus State Economic University"  
\_\_\_\_\_ V.N. Shimov  
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**Commercialization of Innovations**

The curriculum of the institution of higher education in the discipline  
for the specialty 1-25 81 03 "World Economy"

## **COMPOSER:**

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## **RECOMMENDED FOR APPROVING:**

Department of the World Economy of the Educational Institution "Belarus State Economic University"  
(Protocol № 10 of 09.03.2017)

Scientific and Methodological Council of the Educational Institution "Belarus State Economic University"  
(Protocol № \_\_\_\_\_ of \_\_\_\_\_)

## **EXPLANATORY NOTE**

The academic discipline "Commercialization of Innovations" is an independent discipline of choice for master's degree students in the specialty 1-25 81 03 "World Economy". In this course, master's degree students study the theoretical and methodological aspects of the formation and development of the innovative economy, acquire knowledge about innovation processes and innovative infrastructure, and get an idea of the methods and features of managing of various types of innovation activities. The educational discipline "Management of Innovations" is aimed to the formation of analytical creative thinking, to the development of skills and using of methods, analytical tools and incentives in practical work, taking into account the instability of internal and external conditions, as well as the development of specific approaches to decision-making. It provides an opportunity for scientific substantiation of the optimal scientific and technical policy of organizations, forms the basis for the adoption of strategic and tactical management decisions in the field of innovation, as well as assessing their impact on the final results of innovative activity.

**The purpose of discipline** "Commercialization of Innovations" is the formation of master's degree students in-depth theoretical and practical knowledge about a set of principles, forms and methods of implementation of innovative activities to ensure sustainable development of the organization and strengthening its competitive position in the national and international markets.

### **Tasks of the academic discipline:**

- development of professional competence in the field of research patterns, processes and forms of development of innovative economy, including National Innovative Systems, on national, regional and international levels;
- development of competencies in the analysis of innovative processes, of the development patterns of the Intellectual Property markets, of tendencies in the field of innovative entrepreneurship;
- mastering the skills, knowledge and competencies for the selection of innovations taking into account goals and tasks in innovative entrepreneurship and opportunities for their commercialization;
- skills formation in the justification of optimal management decisions in the implementation of innovations and technology transfer.

The structure of the program and the methodology of teaching the academic discipline take into account the new results of economic research and the latest achievements in the field of pedagogy and information technologies, targeting graduate students to acquire relevant professional competencies. The academic discipline is based on the study of economic theory, the world economy, international economic relations.

As a result of studying the academic discipline " Commercialization of Innovations", master's degree students should:

**to know:**

- basic concepts of innovative economy, innovations, functions and classification of innovations;
- the main course and the stages of the theory of innovations in the context of the general evolution of the innovative development, modern conceptual approaches to the development of the theory of innovations;
- normative legal acts regulating the innovative activities at in the country and in the world;
- content, structure and the basic model of innovation processes and factors affecting the development of innovative activities on the national and global levels;
- the state's role in the creation of a national innovation system and fostering innovation spheres;
- methods of research and creation of demand for innovative products;
- features of the using of marketing principles in the commercialization of innovations;
- procedure for drawing up a distribution plan for innovative products;
- approaches to dissemination of technology;
- methods of technology transfer on the national and international levels;
- national and international legal aspects of the transfer of intellectual property;
- forms of realization of innovative products, features of their deliveries to foreign markets;
- methods and indicators for assessing the effectiveness of commercialization of technologies and innovative products.

**to be able to:**

- analyze processes occurring in innovative economy at the national and global levels;
- identify existing and potential customers' requests in connection with the changing technological capabilities of the organization;
- form the strategies of technology transfer, tasks for their implementation;
- to determine the features of the countries in the field of technology transfer and patenting of intellectual property objects;
- evaluate promising technologies and innovative products based on the capabilities of their commercialization;
- evaluate the effectiveness of the distribution of innovative products and within the country and abroad.

**to have skills:**

- work with scientific and methodical literature, regulations, reflects the direction and control of the development of innovative processes at the national, regional and international levels;
- use of modern information technologies in the implementation of marketing research of innovative markets;
- evaluation of efficiency technology transfer and innovative products sales;
- analysis of specific situations and make decisions on strategic and tactical directions of commercialization of innovations.

In accordance with the curriculum of the specialty 1-25 81 03 "World Economy" the curriculum is designed for 56 hours, of which only 26 hours of classroom for the daytime form of training, 14 hours of classroom for correspondence courses. Distribution by the type of occupation for the daytime form of training: lectures – 16 hours, seminars – 10 hours. Distribution by type of occupation for extramural studies: lectures – 10 hours, seminars – 4 hours.

The form of control is academic credits.

## **CONTENTS OF DISCIPLINE**

### **Topic 1. Innovative economy and national innovation system**

The concept and classification of innovations. Theories of innovative development. Modern concepts of innovative economy. The influence of technological structures on economic development. Government regulation and stimulation of innovative development. National innovation system.

### **Topic 2. Innovation process and factors of innovation implementation**

The concept and structure of the innovation process. Factors of innovation process development. Prerequisites for innovation. Sources of innovative ideas. Factors to ensure innovation. Tasks and elements of innovation infrastructure. Innovative entrepreneurship.

### **Topic 3: Marketing of new products**

Testing the national and international markets of innovations. Study and formation of demand for innovative products. Strategy to meet the needs for innovative products. Marketing analysis of clients. Features of pricing of innovative products. Development of an innovations distribution plan.

### **Topic 4. Technology transfer and diffusion of innovations**

Technology as an object of transfer and commercialization. The process of technology diffusion and its role in the innovative development of the national economy. The relationship between the concepts of transfer and diffusion of technology. Foreign experience of technological transfer. Legal basis for technology transfer. Problems of patenting and licensing of technological transfer facilities. International technology transfer networks.

### **Topic 5. Distribution of innovative products**

Channels for the distribution of innovation. Forms of sales of innovative products. Features of sales of intellectual property. Organization of export of innovative products. Economic efficiency of the distribution of innovative products.

Educational-methodical map of the educational discipline " Commercialization of Innovations"  
for the daytime form of higher education

Section number, topics	Section title, topics	Number of class hours						Other *	Form of control of knowledge
		Lectures	Practical classes	Seminar classes	Laboratory classes	Amount of hours GSS			
						L	PC / SC		
1	2	3	4	5	6	7	8	9	10
1	Innovative economy and national innovation system	4		2				[1-5, 11, 14]	Interview, test
2	Innovation process and factors of innovation implementation	2		2				[1-5, 6, 9 13]	Interview, test
3	Marketing of new products	4		2				[1-5, 13, 14]	Interview, test
4	Technology transfer and diffusion of innovations	4		2				[1-5, 7, 10, 15]	Interview, test
5	Distribution of innovative products	2		2				[1-5, 8, 12]	Interview, test
	<b>Total hours</b>	<b>16</b>		<b>10</b>					<b>Academic credits</b>

Educational-methodical map of the educational discipline " Commercialization of Innovations"  
for part-time forms of higher education

Section number, topics	Section title, topics	Number of class hours						Other *	Form of control of knowledge
		Lectures	Practical classes	Seminar classes	Laboratory classes	Amount of hours GSS			
						L	PC / SC		
1	2	3	4	5	6	7	8	9	10
1	Innovative economy and national innovation system	2		1				[1-5, 11, 14]	Interview, test
2	Innovation process and factors of innovation implementation	2						[1-5, 6, 9, 13]	Interview, test
3	Marketing of new products	2		1				[1-5, 13, 14]	Interview, test
4	Technology transfer and diffusion of innovations	2		1				[1-5, 7, 10, 15]	Interview, test
5	Distribution of innovative products	2		1				[1-5, 8, 12]	Interview, test
	<b>Total hours</b>	<b>10</b>		<b>4</b>					<b>Academic credits</b>



## INFORMATION AND METHODOLOGICAL PART

Methodological recommendations on the organization of independent work of master's degree students in academic discipline  
"Commercialization of Innovations"

In mastering the knowledge of the academic discipline, an important stage is independent work. The main directions of independent work are:

- initially a detailed introduction to the curriculum;
- acquaintance with the list of recommended literature on the discipline in general and its sections, its availability in the library and other available sources, the study of the necessary literature on the topic, the selection of additional literature;
- studying and expanding the lecture material of the teacher at the expense of special literature, consultations;
- preparation for seminars on specially designed plans with the study of basic and additional literature;
- preparation for diagnostic monitoring forms (tests, control work and the like);
- preparation for academic credits.

### List of recommended competence diagnostic tools

1. Oral forms of diagnosis of competencies: interviews, oral presentations at seminar classes, reports at conferences, evaluation based on discussion.

2. Written forms of competence diagnostics: tests, quizzes, test papers, essays, abstracts, publication of articles, reports.

3. Oral-written forms of competence diagnostics: reports on classroom, practical exercises with their oral defense.

4. Technical form of competence diagnostics: electronic tests.

### Normative and legislative acts

1. National strategy of sustainable social and economic development of the Republic of Belarus for the period until 2020 / Nat. Commis. on sustainable development of Republic of Belarus; ed. L.M. Aleksandrovich [and others]. – Minsk : Unipack, 2004. - 202 p.

2. State program of innovative development of the Republic of Belarus for 2016-2020: Decree of the President of the Republic of Belarus of 31 January 2017 № 31 // National Register of legal acts of the Republic of Belarus. - 02 February 2017 - № 1/16888.

3. On the commercialization of the results of scientific and scientific and technical activities created at the expense of public funds: Decree of the President of the Republic of Belarus of 4 February 2013 № 59 // National Register of legal acts of the Republic of Belarus. - 05 February 2013 - № 1/14056.

## LITERATURE

### Basic:

1. Vashko, I.M. Economics of Innovation : educational manual / I.M. Vashko, A.D. Lutsevich, G.W. Land. – Minsk : Academy of Governance at the President of the Republic of Belarus, 2015. - 338 p.
2. Grishin, V.V. Management of innovative activity in the conditions of modernization of the national economy : educational manual / V.V. Grishin. – Moscow : Dashkov and K, 2017. - 366 p. Marketing Innovation: textbook / Ed. H. H. Molchanov. - Moscow: Yurayt, 2016. - 527 p.
3. Marketing of Innovations : textbook / ed. by N.N. Molchanov. – Moscow : Yurayt, 2016. - 527 p.
4. Sekerin, V.D. Innovative Marketing: textbook / V.D. Sekerin. – Moscow : Infra-M, 2016. - 236 p.
5. Shimov, V.N. Innovative development of the economy of Belarus: Driving Force and National Priorities : monograph / V.N. Shimov, L.M. Kryukov. – Minsk : BSEU, 2014. - 200 p.

### Additional:

6. Alekseev, A.A. Innovative Management: textbook / A.A. Alexeyev. – Moscow : Yurayt, 2015. - 246 p.
7. Viltovsky, D.M. Policy and legislation in the field of technology transfer: foreign and national experience / D.M. Viltovsky, E.P. Mashonskaya, A.A. Uspensky. – Minsk : Kovcheg, 2010. – 58 p.
8. Golova, A.G. Sales management: textbook / A.G. Golova. - Moscow : Dashkov and K, 2010. - 280 p.
9. Kudashov, V.I. Economics and Management of Innovation: educational manual / V.I. Kudashov. – Minsk : ITC Ministry of Finance, 2015. - 266 p.
10. Medvedev, V.P. Innovations as means Ensuring the Competitiveness organization / V.P. Medvedev. – Moscow : Magistr : Infra-M, 2015. - 158 p.
11. Basics of research and innovation activity / ed. L.N. Nekhorosheva, V.A. Struk. – Minsk : Pravo i economica, 2016. - 489 p.

12. Fridman, L. J. New channels of sales are the main advantage of companies / L.J. Friedman, T.R. Fiury. – Moscow : Eksmo, 2009. - 352 p..
13. Economics of Innovation: textbook / ed. by Prof. V.Y. Goffinkel. - Moscow : Vuzovskiy uchebnik, 2009. - 416 p.
14. Innovation and International Corporate Growth / Edited by A. Gerybadze [and others]. - Springer- Verlag Berlin Heidelberg, 2010. - 452 p.
15. Strategies and Communications for Innovations / edited by M. Hulsmann, N. Pfeffermann. - Springer- Verlag Berlin Heidelberg, 2013. - 404 p.

## PROTOCOL OF HARMONIZATION OF THE CURRICULUM

Course Title		suggestions	
Discipline,	Name	About the changes in the content of the curriculum	The decision taken by the department to develop a training program (with the date and protocol number) <a href="#">1</a>
with which	Chairs	Higher	
Requires agreement		Education for academic discipline	
1.			

# ADDITIONS AND CHANGES TO THE CURRICULUM

For the \_\_\_\_\_ / \_\_\_\_\_ academic year

No.

Additions and changes

Base

p / p

The curriculum was reviewed and approved at a meeting of the department

\_\_\_\_\_ (protocol number from \_\_\_\_\_ 201\_ ).

(The name of the department)

Head of the department

\_\_\_\_\_

(academic degree, academic title) (signature) (Initials Surname)

**APPROVED**

Dean of the Faculty

\_\_\_\_\_

(academic degree, academic title) (signature) (Initials Surname)