

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT OF CONSTRUCTION ECONOMICS AND MANAGEMENT

Adopted by the FC (record №/ date): №9/ 23.04.2020

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ACCEPTED BY:

Dean:

(Assoc. Prof. Denka Zlateva, PhD)

SYLLABUS

SUBJECT: INNOVATION AND PATENTS

DEGREE PROGRAMME: “International Business”, “Business and Management” and “Accounting”; BACHELOR’S DEGREE

YEAR OF STUDY: 2; SEMESTER: 4

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

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I. ANNOTATION

The Innovation and Patents course focuses on the main issues in the field of innovation related to the process of fundamental and applied research, the emergence of the invention, the implementation of the R&D activities related to the creation of the new product and its commissioning into production, its patenting and market launch, as well as its subsequent diffusion into other business sectors.

The purpose of the course is to provide knowledge and professional skills in the basic concepts, patterns, methods, criteria, indicators, procedures, etc. in the area of innovation; to study the relationship of the innovation process with other economic processes and on this basis to help enhance the competitiveness of Bulgarian businesses in the domestic and international markets.

The course is expected to develop students' knowledge and skills in the following areas:

- carrying out the technological transfer and managing the patent-licensing activity at company level;
- identifying and benefiting from the use of industrial product innovations, representing investment products with intermediate purpose of use, for the market and operational characteristics of the end products;
- participating in the activity of modern organizational structures for the implementation of effective innovation activities;
- designing a company innovation structure;
- developing internal entrepreneurship;
- developing an innovation plan and a company innovation strategy;
- using the forms of innovation activity financing;
- taking into account the life cycle phase of product and/or technological innovations in the work process and in decision-making;
- considering the timing of a new product launch;
- monitoring the process of continuous generation of new ideas for the introduction of innovative raw materials, materials, products, semi-finished products, structures, machines, equipment, tools, appliances, production systems and technologies, technical methods for the implementation of production activities, organizational and management practices, payment schemes, warranty and post-warranty schemes, contractual arrangements with customers (buyers, investors, assignors), suppliers, contractors and other market players in the different economic sectors;
- using some basic criteria and methods for evaluating and selecting inventions;
- applying basic criteria and methods for the evaluation and selection of an innovation project;
- drawing up profile cards for the evaluation of innovations in the implementation process;
- implementing the procedure for granting a patent for an invention, etc.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	Theme 1. THEORETICAL FOUNDATIONS OF INNOVATIONS AND PATENTS	3	3	
1.1.	Content and characteristics of innovation			
1.2.	General classification of innovations			
1.3.	Ecological innovations as a prospective direction of the circular economy			
1.4.	Specific characteristics and economic functions of patents as an object of industrial property			
1.5.	Impact of the patent characteristics on the parameters of the			

	licensing deal			
Theme 2. INSTITUTIONAL ENVIRONMENT AND REGULATIONS FOR INNOVATION DEVELOPMENT		2	2	
2.1.	Institutional environment supporting innovation			
2.2.	Regulations for innovation development			
Theme 3. CONTENT AND ORGANISATION OF THE INNOVATION PROCESS FOR THE CREATION, MANUFACTURING AND IMPLEMENTATION OF INNOVATIONS		3	3	
3.1.	Content and structure of the innovation process			
3.2.	Basic classifications of the innovation process stages			
3.3.	Types of contemporary corporate organizational structures			
3.4.	Pro-innovative territorial and organizational structures and networks			
Theme 4. INNOVATION PLANNING AND FINANCING		3	3	
4.1.	Specific characteristics of the innovation planning and financing			
4.2.	Possibilities for benefiting from the EU financing programmes for the development of corporate innovations			
4.3.	Technological forecasting and technological audit			
4.4.	Lifecycle of product and technological innovations			
Theme 5. INNOVATION IDEAS PROVISION AND SELECTION		3	3	
5.1.	Sources of ready innovation ideas			
5.2.	Ideas generation methods			
5.3.	Criteria and methods of evaluation, and selection of innovation ideas			
Theme 6. IMPLEMENTATION OF INNOVATIVE IDEAS		4	4	
6.1.	Innovative project formation			
6.2.	Criteria and methods for evaluation and selection of innovative projects			
6.3.	Scientific and technical development and implementation of an innovation			
6.4.	Management of risks inherent to innovation projects implementation			
6.5.	Using contemporary information technologies in the implementation of innovation projects			
Theme 7. TECHNOLOGICAL TRANSFER AND DIFFUSION OF INNOVATIONS		4	4	
7.1.	Nature and content of the technological transfer			
7.2.	Commercial and non-commercial forms of technological transfer			
7.3.	Innovation diffusion			
Theme 8. REGULATION OF PATENTS		2	2	
8.1.	Signs of patentability and the emergence of patent protection			
8.2.	Rights of the inventor and ex-officio inventions			
8.3.	Nature, effect, limitation and termination of the patent			
Theme 9. ISSUANCE OF AN INVENTION PATENT		4	4	
9.1.	Service parameters			
9.2.	Temporary patent protection			
9.3.	Elements of the service provision procedure			
9.4.	Announcing a patent invalid			
9.5.	International protection of inventions			
Theme 10. MANAGEMENT OF THE PATENT AND LICENSING ACTIVITY		2	2	

10.1.	Planning and organizing work with patent literature and information in order for the company to benefit from innovations			
10.2.	Refining the basic parameters of the license agreement			
10.3.	Management of the pricing process for the grant of patent and combined licenses			
	Total:	30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Coursework on a selected topic	1	50
1.2.	Test (written) with open-ended and closed-ended questions	1	30
	Total midterm control:	2	80
2.	Final term control		
2.1.	Examination (test)	1	40
	Total final term control:	1	40
	Total for all types of control:	3	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Иванова, Р. Управление на иновациите. Варна, ИК „Геа-Принт“, 2018.
2. Ненов, Т. Управление на иновациите. Варна, Наука и икономика, 2010.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Бажанов, В. Лицензионный договор и договор коммерческой концессии. LAP LAMBERT Academic Publishing, 2013.
2. Брюс, Э. Инновации. Пер. с англ. Москва, Дело и Сервис, 2010.
3. Варамезов, Л. Иновационен мениджмънт. Учебник за дистанционно обучение. 4-то прераб. и доп. изд., Свищов, Акад. изд. „Ценов“, 2013.
4. Георгиев, И., Ц. Цветков, Д. Благоев. Мениджмънт на фирмените иновации и инвестиции. Второ прераб. и доп. изд., София, Издателски комплекс – УНСС, 2013.
5. Георгиева, Т. Иновации в агробизнеса. Варна, Наука и икономика, 2018.
6. Дракър, П. Иновации и предприемачество. София, Изд. „Класика и Стил“, 2002.
7. Закон за патентите и регистрацията на полезните модели (загл. изм. – ДВ, бр. 64 от 2006 г., в сила от 09.11.2006 г.). ДВ, бр. 27 от 2 Април 1993 г., с последващите изменения и допълнения.
8. Иновационният потенциал на България: възможности и предизвикателства. /Год. доклад на фондация „Приложни изследвания и комуникации“/. София, Фонд. „Приложни изследвания и комуникации“, 2013.

9. Керчев, К. Основи на иновационната политика. София, Унив. изд. „Стопанство“, 2011.
10. Наредба за представителите по индустриална собственост. ДВ, бр. 65 от 30 Юли 1993 г., с последващите изменения и допълнения.
11. Пантелеева, И. Управление на иновациите в индустриалното предприятие. Свищов, Библиотека „Образование и наука“, Кн. 69, Акад. изд. „Ценов“, 2013.
12. Райчев, Т. Иновации в строителството. Варна, Наука и икономика, 2014.
13. Хотяшева, О. М., М. А. Слесарев. Инновационный менеджмент. Юрайт, 2016.
14. Чобанова, Р. Иновативност на националната икономика. София, Акад. изд. „Проф. Марин Дринов“, 2012.
15. Innovation Policy for Green Technologies. Guide for Policymakers in the Transition Economies of Europe and Central Asia. New York, United Nations, 2013.
16. Kibert, C. J. Sustainable Construction: Green Building Design and Delivery, 4th ed., Hoboken, New Jersey, Wiley, 2016.
17. Trott, Paul. Innovation Management and New Product Development. 6th Edition, Pearson, 2017.
18. Weis, Bernd X. From Idea to Innovation. A Handbook for Inventors, Decision Makers and Organizations. Springer, 2015.