Al-Farabi Kazakh National University

Higher School of Economics and Business

Department of Economics

**APPROVED**

**Dean of the HSEB**

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**Sagiyeva R.K.**

**"\_\_\_\_" \_\_\_\_\_\_\_\_\_ 2018**

**Syllabus**

**fall semester 2018-2019 academic year**

**course – 2, semester – 1, amount of credits – 2**

Academic course information

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Discipline’s code** | **Discipline’s title** | **Type** | **No. of hours per week** | | | | **Number of credits** | | | **ECTS** |
| **Lect.** | **Pract.** | | **Lab.** |
| IP 3604 | Innovative Entrepreneurship | Interdisciplinary | 1 | 1 | | 0 | 2 | | | 3 |
| Lecturer | Temerbulatova Zhansaya Serikovna | | | | Office hours | | | | Scheduled | |
| e-mail | t.zhansaya.s@mail.ru | | | |
| Telephones | 221-14-95 | | | | Auditory | | | |  | |
| Assistant | Nurgazy Shyngys Askerbekuly | | | | Office hours | | | Scheduled | | |
| e-mail | nurgazysn@gmail.com | | | |
| Telephones | 221-14-95 | | | | Auditory | | | |  | |
| Academic presentation of the course | **Type of course** theoretical elective. The course will provide a basis for an appraisal of contrasting perspectives on the role of creativity thinking, operation and management of organizational changes, and interactions among people who work within corporations. Beside application of contemporary theory and research in creativity thinking, some major paradigms and approaches will be presented:  **The aim of the course:** The course will be a challenging practical and academic experience.  The aim of the course: to form a system of competences in the context of qualification requirements:  А) cognitive: be able to   * demonstrate management skills and social awareness to be able to relate this to real business situations; * demonstrate verbal and written communicative skills;   B) functional: be able to   * include new knowledge in the context of basic knowledge, an overview of basic creativity thinking models; * analyze different aspects of intercultural management practices; * use practical knowledge on how to use acquired tools within changing organizations;   C) systemic: be able to   * synthesize, interpret and evaluate the applications of social science within work organizations and implications for management action; * analyze the study of creativity thinking with that of leadership and change management; * make an analysis basic knowledge about the concept of management and its(theoretical) links to organizational behavior and creativity; * indicate ways in which organizational performance may be improved through better understanding of human resources and the effective management of people;   D) Social: be able to   * constructive educational and social interaction and cooperation in the group; * propose to consider a problem, to reason its importance; * accept criticism and to criticize; * work in a team;   E) metacompetenсes: be able to   * become aware of cultural differences and be sensitive about appropriate intercultural behavior within organizations; * improve their writing and arguing skills and gain practice in presenting own ideas * recognize the role of taken course in the implementation of individual learning paths. | | | | | | | | | |
| Prerequisites | no | | | | | | | | | |
| References and Resources | **Basic:**   1. Dr. Gerald Susman Innovation and Change Management in Small and Medium-Sized Manufacturing Companies. The Pennsylvania State University, 2011 2. Амабайль Т., ДрукерП. и др. Инновации в бизнесе- М. 2007 – 190с. 3. Предпринимательство: Учебник для вузов / Под ред. В.Я. Горфинкеля, Г.Б. Поляка — М., 2010 4. Джулаева, А. Организация бизнеса: учеб. пособие- Алматы: Қазақуниверситеті, 2012.- 230 с. 5. Dimitris Milonakis and Ben Fine From Political Economy to Economics Method, the social and the historical in the evolution of economic theory, 2009 6. Мутанов, Г.М.. Образование. Наука. Инновации.- Усть-Каменогорск, 2010 7. Интеллектуальный прорыв: молодежь, наука и инновации.- Алматы, 2010 8. Кошанов, А.. Индустриально-инновационная стратегия и экономический рост.- Алматы, 2012 9. Зейнолла, С.Ж.. Стимулирование малого инновационного предпринимательства в Республике Казахстан.- Алматы, 2008 10. Cardis J., Kirschner S., Richelson S., Kirschner J., Richelson H. Venture Capital: The Definitive Guide for Entrepreneurs, Investors, and Practitioners. - USA: John Wiley &Sons, Inc, 2001.   **Additional:**   1. Гражданский Кодекс РК (общая и особенная части) 2. Закон РК «О частном предпринимательстве» от 31.01.2006. 3. АмирхановаИ.В. Гражданско-правовое обеспечение развития предпринимательства в Республике Казахстан- Алматы: Қазақуниверситеті, 2003.- 366 с. 4. Креативное мышление в бизнесе. (Классика HarvardBusinessReview) – М.: Альпина Бизнес Букс, 2006 г. - 228 с. 5. Черняк В.З. История предпринимательства–Юнити-Дана, 2010 6. Weisberg, Michael. 2007. “Who Is a Modeler?” *British Journal for the Philosophy of Science*, 58: 207–233. 7. Williams, B. 1981. “Internal and External Reasons” in *Moral Luck*, Cambridge: Cambridge University Press, pp. 101–113. 8. Williamson, O. 1985. *The Economic Institutions of Capitalism: Firms, Markets, Relational Contracting*, New York: Free Press. 9. Winch, P. 1958. *The Idea of a Social Science*, London: Routledge. 10. Worrall, J. 2007. “Why There's No Cause to Randomize”, *The British Journal for the Philosophy of Science*, 58(3): 451–488.   **Internet resources:**   1. Entrepreneurship theory and practice <http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-6520> 2. Business encyclopedia https://www.shopify.com/encyclopedia/entrepreneurship | | | | | | | | | |
| **Academics Policy in the context of university moral values and ethics** | **Academic Behaviour Rules:**  1. You have to be prepared for each classroom occupation in advance, according to the schedule given below. Preparation of a task has to be complete prior to classroom occupation at which the subject is discussed.  2. Homeworks will be distributed during a semester, as shown in graphics of discipline.  3. The majority of homeworks will include several questions  4. During a semester, you will use the studied material in the project. Concrete requirements to the project will be distributed on classroom occupation.  When performing homeworks the following rules have to be followed:  • Homeworks have to be performed in the specified terms. Later homeworks won't be accepted.  • You can work together with other student when performing homeworks provided that each of you works on a single question (a separate task).  **Academic values:**  Academic honesty and integrity: independent performance of assignments; inadmissibility of plagiarism, forgery, cheating at all stages of the knowledge control, and disrespectful attitude towards teachers. (The code of KazNU Student’s honor). | | | | | | | | | |
| **Evaluation and attestation policy** | **Criteria-based evaluation:** assessment of learning outcomes in correlation with descriptors (verification of competence formation during midterm control and examinations). **Summative evaluation:** evaluation of the presence and activity of the work in the classroom; assessment of the assignment, independent work of students.  Appropriate timing of homework or projects may be extended in the event of extenuating circumstances (such as illness, emergencies, emergency, contingency, etc.) in accordance with the University's academic policies. Student participation in discussions and exercises in the classroom will be taken into account in its overall assessment of the discipline. Design issues, dialogue and feedback on the subject matter of discipline are welcomed and encouraged in the classroom, and the teacher in the derivation of the final grade will take into account the participation of each student in the class. The formula for calculating the final grade.  **Total**  Below are minimum estimates Percentage:  95% - 100%: А 90% - 94%: А-  85% - 89%: В+ 80% - 84%: В 75% - 79%: В-  70% - 74%: С+ 65% - 69%: С 60% - 64%: С-  55% - 59%: D+ 50% - 54%: D- 0% -49%: F | | | | | | | | | |

**Calendar (schedule) the implementation of the course content:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **The topic** | **Hours** | **Maximum point** |
| **1** | **Lecture 1** The innovative essence of entrepreneurial activity | **1** | **-** |
| **Seminar 1** Introduction lesson | **1** | **-** |
| **2** | **Lecture 2** Basic types and organizational forms of entrepreneurial activity | **1** | **-** |
| **Seminar 2** The essence of innovative entrepreneurship | **1** | **8** |
| **3** | **Lecture 3** Innovation process and its stages | **1** | **-** |
| **Seminar 3** The essence, characteristics and classification of innovations | **1** | **8** |
| **4** | **Lecture 4** The basic agents of innovative activity | 1 | **-** |
| **Seminar 4** Innovation process and its stages | 1 | **8** |
|  | **SIW 1:** The types of innovations and their role in economic development of enterprise (prepare in an example of a certain enterprise) |  | **15** |
| **5** | **Lecture 5** Preparation of an innovative project | 1 | **-** |
| **Seminar 5** The basic agents of innovative activity | 1 | **8** |
| **6** | **Lecture 6** Business planning of innovation project | **1** | **-** |
| **Seminar 6** The content and features of the basic chapters of business plan | **1** | **8** |
| **SIW 2:** Preparing business plan. Presentation |  | **15** |
| **7** | **Lecture 7** Marketing of Innovation | 1 | **-** |
| **Seminar 7** The content and features of the basic chapters of business plan | 1 | **8** |
| **1 Landmarks control** |  | **22** |
| **TOTAL** | | | **100** |
| **8** | **MIDTERM** |  | **100** |
| **8-9** | **Lectures 8-9** Advertisement in entrepreneurial activity | **2** | **-** |
| **Seminars 8-9** Marketing of Innovation. | **2** | **16** |
| **10** | **Lecture 10** Managing Innovation in small business | **1** | **-** |
| **Seminar 10** Advertisement in entrepreneurial activity | **1** | **8** |
| **SIW 3:** Preparing Advertisement for Business Idea |  | **12** |
| **11-12** | **Lectures 11-12** Financing innovation | **2** | **-** |
| **Seminars 11-12** Managing Innovation in small business. Financing innovation | **2** | **16** |
| **SIW 4:** Business culture Code for future start-up |  | **12** |
| **13** | **Lecture 13** The risks of innovation entrepreneurship | **1** | **-** |
| **Seminar 13** Financing innovation | **1** | **8** |
| **14** | **Lecture 14** Business ethics and corporate culture | **1** | **-** |
| **Seminar 14** The risks of innovation entrepreneurship | **1** | **8** |
| **15** | **Lecture 15** Firm’s innovation strategy | **1** | **-** |
| **Seminar 15** Business ethics and corporate culture | **1** | **20** |
| **2 Landmarks control** |
| **TOTAL** | | | **100** |

Lecturer Z.S. Temerbulatova

Head of the Department G.A.Sadykhanova

Chairman of the Faculty Methodical Bureau

Dean of HSEB R.K. Sagiyeva