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| **Al-Farabi Kazakh National University Higher School of Economics and Business Educational program on the specialty "5В020200 – International Relations" Syllabus (IP 2115) Innovative Entrepreneuship**  **Autumn semester of the 2018-2019 academic year** | | | | | | | | | | | |
| **Code of discipline** | **Title of the discipline** | **Type** | **No. of hours per week** | | | | | **Number of credits** | | | **ECTS** |
| **Lect.** | **Pract.** | | | **Lab.** |
| IP 2115 | Innovative Entrepreneurship | Interdisciplinary | 1 | 1 | | | 0 | 2 | | | 3 |
| Lecturer | Temerbulatova Zhansaya Serikovna | | | | | Office hours | | | | Scheduled | |
| e-mail | t.zhansaya.s@mail.ru | | | | |
| Phone | 221-14-95 | | | | | The audience | | | |  | |
| Assistant | Nurgazy Shyngys Askerbekuly | | | | | Office hours | | | Scheduled | | |
| e-mail | nurgazysn@gmail.com | | | | |
| Phone | 221-14-95 | | | | | The audience | | | |  | |
| 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 and co-requisites | no | | | | | | | | | | |
| Literature 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 | | | | | | | | | | |
| Academic policy of the course in the context of university values | **Rules of academic behavior:**  Obligatory presence in the classroom, inadmissibility of late arrivals. Absence and delay in classes without prior warning of the teacher are estimated at 0 points.  Obligatory observance of the terms of fulfillment and delivery of assignments (on CDS, boundary, control, laboratory, project, etc.), projects, examinations. In case of violation of the deadlines, the task is evaluated taking into account the deduction of penalty points. **Academic values:**  Academic honesty and integrity: independence of all tasks; inadmissibility of plagiarism, forgery, the use of cribs, cheating at all stages of knowledge control, deception of the teacher and disrespectful attitude towards him. (Code of Honor of a student of KazNU) Students with disabilities can receive counseling by calling 2211247. | | | | | | | | | | |
| Evaluation and appraisal policy | **Criterial evaluation:** evaluation of learning outcomes in relation to descriptors (checking the formation of competences on the boundary control and examinations). | | | | | | | | | | |
| **Description of independent work** | | | | **Points** | | | | | | |
| Active work in a practical lesson Homework, IWS Test papers Midterm Exam Exam | | | | 8  12-15  20-22  100  100 | | | | | | |
| **Summative assessment:** assessment of the presence and activity of work in the classroom; evaluation of the completed task, CPC. The formula for calculating the final grade:  Final grade for the discipline | | | | | | | | | | |

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| **Calendar for the implementation of the content of the training course:** | | | | |
| **Week** | | **The topic** | **Hours** | **Maximum point** |
| **1** | | **Lecture 1.** The innovative essence of entrepreneurial activity | **1** | **-** |
| **Seminar Session 1.** Introduction lesson | **1** | **-** |
| **2** | | **Lecture 2.** Basic types and organizational forms of entrepreneurial activity | **1** | **-** |
| **Seminar Session 2.** The essence of innovative entrepreneurship | **1** | **8** |
| **3** | | **Lecture 3.** Innovation process and its stages | **1** | **-** |
| **Seminar Session 3.** The essence, characteristics and classification of innovations | **1** | **8** |
| **4** | | **Lecture 4.** The basic agents of innovative activity | 1 | **-** |
| **Seminar Session 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) |  | **10** |
| **5** | | **Lecture 5.** Preparation of an innovative project | 1 | **-** |
| **Seminar Session 5.** The basic agents of innovative activity | 1 | **8** |
| **6** | | **Lecture 6.** Business planning of innovation project | **1** | **-** |
| **Seminar Session 6.** The content and features of the basic chapters of business plan | **1** | **8** |
| **SIW 2.** Preparing business plan. Presentation |  | **10** |
| **7** | | **Lecture 7.** Marketing of Innovation | 1 | **-** |
| **Seminar Session 7.** The content and features of the basic chapters of business plan | 1 | **8** |
| **SIW 3.** Methods ofcreating an innovative team and encourage cutting edge ideas |  | **10** |
| **1 Boundary control** |  | **22** |
|  | | **Midterm Exam** |  | **100** |
| **8-9** | | **Lectures 8-9.** Advertisement in entrepreneurial activity | **2** | **-** |
| **Seminar Sessions 8-9.** Marketing of Innovation. | **2** | **16** |
| **10** | | **Lecture 10.** Managing Innovation in small business | **1** | **-** |
| **Seminar Session 10.** Advertisement in entrepreneurial activity | **1** | **8** |
| **SIW 4.** Preparing Advertisement for Business Idea |  | **6** |
| **11-12** | | **Lectures 11-12.** Financing innovation | **2** | **-** |
| **Seminar Sessions 11-12.** Managing Innovation in small business. | **2** | **16** |
| **SIW 5.** Business culture Code for future start-up |  | **6** |
| **13** | | **Lecture 13.** The risks of innovation entrepreneurship | **1** | **-** |
| **Seminar Session 13.** Financing innovation | **1** | **8** |
| **14** | | **Lecture 14.** Business ethics and corporate culture | **1** | **-** |
| **Seminar Session 14.** The risks of innovation entrepreneurship | **1** | **8** |
| **SIW 6.** Assessment of innovation projects |  | **6** |
| **15** | | **Lecture 15.** Firm’s innovation strategy | **1** | **-** |
| **Seminar Session 15.** Business ethics and corporate culture | **1** | **8** |
| **SIW 7.** Strategic Risk Assessment process |  | **6** |
| **2 Boundary control** |  | **12** |
|  | **Exam** | | | **100** |

Dean of the Higher School

of Economics **and Business** Sagiyeva R.K.

Chairperson of the methodical bureau

of the High School of Economics Oralbayeva Zh.Z.

Head of the Department of Economics Sadykhanova G.A.

Lecturer Temerbulatova Zh.S.