Option A

1.   choose the correct answer:

Choose the correct answer:

1. Investment activity is:

a) the process of finding investment resources;

b) selection of effective investment objects;

c) formation of the investment program;

d) all of the above.

2. Whether the same subject of investment activity and the participant of investment

project?

a) yes;

b) no;

c) partially.

3. Choose the forms in which investments can take place:

a) movable and immovable property;

b) property rights;

c) management rights;

d) rights of use;

e) rights of use.

4. Choose a concise definition of the object of investment:

a) tangible and intangible assets;

b) property rights;

c) capital resources;

d) fixed and working capital.

5. What can be considered the purpose of investment?

a) production of goods or services necessary for society;

b) development of priority industries;

c) creation of new jobs;

d) obtaining current income from economic activities;

e) social effect;

f) increase in capital;

g) return of funds invested in the project and their further increase.

2. Describe the features of the technology park.

3. give a definition : individual (private investors), financial investors, investment activities.

4. Situational task.

The process from the idea put forward by employees to their final implementation includes the following

stages:

Stage 1. At the first stage there is a generation of ideas by employees. Suggestions

employees are entered in the database of ideas. Already at this stage, you can anticipate opportunities

analysis of ideas, their ranking and processing. The traditional way of transmitting information, according to

via email, impractical. Just imagine the colossal volume

letters, which will have to review analysts. Moreover, if they need to find

letter with an idea in your mail, you will have to spend a lot of time searching. Most

the best in terms of further maintenance, processing and storage is use

corporate portal. Today, more and more organizations are constantly faced with

problems of delimitation of access rights to their internal resources. Feel

the need to organize the joint work of employees, in search of the necessary information

about the organization, in drawing up analytical reports, in conducting negotiations online

teleconferences. The corporate portal provides a single point of execution of these functions

access of employees, clients and partners to corporate information, information

resources and business programs.

Software products to solve these problems are present in the lines of all IT leaders

- Market: Microsoft Office SharePoint Server, IBM WebSphere Portal Server, SAP

NetWeaver, Oracle Application Server Portal or BEA WebLogic Portal. They all provide

great tools for content and business process management, search simplification and

use of information inside and outside the Company. One of the convenience factors

use of these platforms support all applications for internal and external networks and

Internet across the company within one integrated platform, waiver

use of individual products and subsystems. It is also very important for most companies

integration capabilities of portal solutions, as the portal needs to be "attached" to

management systems already operating at the enterprise. Using the portal solution

allows you to centrally store all the innovative ideas of employees, to provide access

to a bank of ideas from anywhere on the Internet. And also it is a possibility of use

powerful tools for finding and processing published information when discussing new ones

ideas put forward by employees. Using the workflow functionality will greatly simplify

the process of transferring and approving ideas by decision-makers.

Employees online will be able to track the status of their own innovation

suggestions not to worry and not to inquire about their "fate". For,

to have a clearer structure of the bank of ideas, you can use in advance

configured forms of information input with fields that can be used in the future

flexible search and analysis of data.

After submitting a proposal to the idea bank, the employee can track it

working status directly in a special section of the corporate portal.

Stage 2. The second stage is a discussion of all received from employees

ideas. Meetings should be organized at pre-arranged intervals.

For example, once a month. However, allocating people to such a task on a regular basis

completely unjustified due to their potential underutilization. Logically distinguish from

the number of employees is some of the most "reasonable and objective", among which should be

representatives of production and non-production departments - for the greatest objectivity

estimates. The participation of the HR manager is definitely needed. In the composition of such a collegial

the body of evaluation and analysis of ideas must include the calling employee

trust in the board of directors and is able to communicate to management the meaning of the selected

innovative ideas as they have the right to implement. It should be one of the experts

a dedicated employee who will record the course of the discussion in the process of selecting ideas,

record the decisions made and note the ideas adopted for implementation.

Stage 3. At the third stage there is a protection of the selected perspective ideas

in front of the company's management. This process involves directly the leaders and

an expert member of the trustworthy management. During the meeting

a decision is made to send the innovation for implementation or refinement. In another

case, the idea is rejected completely. It is also possible to make a decision on the material

encouraging authors of the most interesting ideas.

Stage 4. For each innovation is a detailed implementation plan,

the relevant project is opened and the resources responsible for implementation are allocated.

Questions for discussion:

1. How the company has built a system of intra-corporate

innovation?

2. What conditions were created to motivate staff to generate ideas?

3. How to select useful suggestions?

Option B

1. choose the correct answer

1.Technoparks are:

1) branched territorial organizational structures created on the basis of a settlement or those that form such a settlement around themselves;

2) organizational structures, which include scientific institutions, universities, enterprises, information and exhibition complexes, service services, etc., united organizationally and territorially in the local scientific and technical complex;

3) a set of political, economic, legal, managerial, financial, informational, scientific and other institutions of the innovation market that create conditions for the effective implementation of innovation activities;

4) production facilities and laboratory facilities, in which small innovative firms are placed on lease for a limited period of time, which are provided with material and technical, financial, informational, etc. on preferential terms. resources, consulting, service, etc. support to promote the commercialization of scientific and technical developments, inventions, know-how, etc.

2. Innovation is:

1) the product of intellectual activity of people, the decorated result

basic, applied or experimental research in any

sphere of human activity, aimed at improving its efficiency.

2) the establishment of previously unknown objective laws, properties

and phenomena of the material world;

3) the end result of innovation, embodied in the form

new or improved product introduced to the market, new or

advanced technological process used in practice

activities or in a new approach to social services;

4) a set of copyright and other intellectual property rights

activities.

3. The life cycle of innovation is:

1) the period of time from the creation to the spread of the innovation;

2) the period of time from the origin of the idea, the creation of a novelty and its practical

use until decommissioning;

3) the period of time from the origin of the idea to the creation of innovations;

4) the period of time during which there is demand for the product in which it is embodied

this innovation.

4. Indicate the relationship between the concepts of "innovation" and "innovation":

1) these are identical, equivalent concepts;

2) "innovation" is a broader concept than "innovation";

3) innovation becomes an innovation after its implementation in practice

in the form of a new product, process, etc .;

4) innovation becomes a novelty after its implementation in practice

activities in the form of a new product, process, etc.

5. Objects of innovation management are:

1) leaders of innovative firms;

2) innovations in various fields of activity;

3) products at the initial stage of the life cycle;

4) social, economic, technological and commercial activities of the subjects

management.

2. How is the implementation of state regulation of innovation.

3. give a definition: innovation, innovation product, innovation.

4. Situational task.

The process of designing and creating new cars can be considered one of
Toyota's main competitive advantages. Over the past 60 years, the company has accumulated
fantastic global portfolio management experience developing and creating successful
models. Between 1994 and 2007, Toyota doubled the number of models in production and
supported them
R&D expenditures at 4% of revenue while reducing the product cycle
on the market.
By increasing investment and reducing R&D, Toyota is launching more
new models compared to competitors. Rather getting a market response, she
less than others exposed to market risks due to consumer preferences.
Toyota's development process is based on factors that ensure success
launch the product and form a whole system.
Toyota's development team strikes a balance between management and
functional positions. The chief engineer carries out the general management
program, and department heads head various functional groups of engineers.
Despite the responsibility for the success of the program, the chief engineers have almost none
direct subordinates and do not manage functional engineers. This is due to the fact that
Toyota does not rely on control and subordination to management, but on its culture,
when all employees of the company work for the common goal - the success of the program.
Toyota's development model includes several elements to increase post-sales,
meeting deadlines and creating added value.
Each development program must have:
− a schedule that provides for parallel design (simultaneous product design
and production);

– integration of systems at an early stage (close and frequent communications between engineers during
product launch);
– cross-functional checks (coordination and testing at an early stage
development to ensure compatibility of different components of the model).
Toyota managers always consider several when developing a product
alternatives and work on them simultaneously. At a certain point in time
a decision is made on the suitability of the main version of the new technology. In his case
non-acceptance Toyota turns to the backup option. At the same time, the knowledge accumulated
in the process of development, stored and accumulated for further use.
Toyota uses an expanded enterprise (strategic partners,
to which Toyota provides investment support and transfers some spare parts for development for their cars).
Toyota strives to retain experience and knowledge within the enterprise. Company systematically accumulates information, processes it and distributes it in an easy to learn and use format.
The company is making great efforts to develop staff skills. Example,
engineers in the early stages of their careers usually train for several months
sales or production.
Source:
Questions for discussion:
1. Describe the process of developing new cars in Toyota.
2. In your opinion, what are the management measures for the process of developing new cars are Toyota's most efficient? Justify the answer.
3. Is it possible to adapt Toyota's experience in domestic enterprises.