

**Building Capacity
of Serbian Agricultural
Education
to Link with Society**



**Izgradnja kapaciteta
srpskog obrazovanja
u oblasti poljoprivrede
radi povezivanja sa društvom**

**Coordinator:
University of Belgrade
Faculty of Agriculture**

**Koordinator:
Univerzitet u Beogradu
Poljoprivredni fakultet**

COURSE REGISTRATION FORM

Teacher	Slađana Čabrilo
University	EDUCONS University
Course	Innovations in agribusiness
Target	Agricultural Middle Schools
Type	classic
Duration	1 day – 8 hours

Description	<p>Ability to innovate is one of the critical drivers of competitiveness, economic growth and development in contemporary business. It represents the ability to create product and services which differ from others at the market or to be used by customer in a different manner to cause a change. Innovation is crucial in terms it defines how a company, city, region or country evolves. However, it is possible to innovate exclusively by implementation of new knowledge, which is created only in the learning process.</p> <p>Agriculture and food industry have been identified as priorities in the future economic development of Serbia. The main objectives of the national and regional strategies related to research and innovation are to increase awareness about the importance of innovation and relevant knowledge about innovation in key sectors such as agriculture, information-communication technology (ICT) and tourism. Thus, the main purpose of the course is to raise the awareness and relevant knowledge about the innovation in agribusiness in order to contribute to future competitiveness of Serbian agribusiness through knowledge dissemination.</p>
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Contents	<ol style="list-style-type: none"> 1. The role and importance of innovation and knowledge in business 2. Definition of innovation 3. Innovation process 4. Innovation types 5. Innovation models (closed, open, networked) 6. Open innovation ecosystem 7. Innovation s in agribusiness - case studies
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Objectives	<ol style="list-style-type: none"> 1. To have an insight into the role and importance of innovation in agribusiness; 2. To be informed about different innovation types such as product/service innovation, business process innovation and administrative innovation; 3. To get knowledge of new innovation models such as open and networked innovation; 4. To figure out the whole innovation process by understanding all its phases and defining the possibilities of efficiently managing; 5. To get knowledge of open innovations (OIs), all actors in OIs as well as
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- advantages of OIs in relation to closed innovations;
6. To have an insight into open innovation ecosystems and their subsystems;
 7. Contribution to competence development of attendants for innovation management in agribusiness.

Activities

The course starts with short test determining attendants' knowledge and attitudes toward innovation in agribusiness. Based on the results, the course timeframe will be precisely defined in order to realize all objectives. The first part of the course tackles the introductory of innovation by consideration of first two headings in contents. Furthermore, the attendants will be introduced with the complex innovation process (from idea to new product/service/process commercialization) and all relevant phases. After that, it is planned that the whole group will together analyze the case studies of innovation in agribusiness. In the next part attendants should consider different types and innovation models with special focus on open innovation and innovation ecosystems. It is followed by the group dividing. Each group will get the materials in order to analyze open and. closed innovation ecosystems and identify their advantages and drawbacks. Each group will present its own finding to others. This practice work includes group dividing, group work, group presentation and common conclusions. After this exercise, groups will be given different case studies related to the implementation of open innovations in agribusiness. Groups will define 1) all actors in innovation process, the possibilities to expand innovation ecosystem by means of new rapport between experts in agribusiness (agriculture sector), academic community (education sector) and end users; 2) the main effects of the innovation. Each group will present its own results to other groups. The course ends with group discussion aiming to define the most relevant observations related to the innovation in agribusiness.

Materials

Projector, PC or laptop, board and markers, papers.