

MODULE SPECIFICATION

1. **Title of the module**

Strategic Innovation Management

2. **School or partner institution which will be responsible for management of the module**

Pearson College London

3. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

4. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

This module can be run in any term: Autumn, Spring, or Summer

6. **Prerequisite and co-requisite modules**

None

7. **The programmes of study to which the module contributes**

- BA (Hons) Business Management - core module
- BA (Hons) Business Management with Entrepreneurship - core module
- BA (Hons) Business Management with Finance - core module
- BA (Hons) Business Management with Global Industries - core module
- BA (Hons) Business Management with Law - core module
- BA (Hons) Business Management with Marketing - core module
- BA (Hons) Applied Business Management - core module

8. **The intended subject specific learning outcomes.**

On successfully completing the module students will be able to:

- 8.1 Demonstrate a systematic knowledge and understanding of the pervasive issues in enterprise innovation, the influence they have at strategic and tactical levels in organisations, some of which is informed by the forefront of the discipline.
- 8.2 Demonstrate a knowledge of ethical issues related to intellectual property.
- 8.3 Identify and critically evaluate opportunities for innovation.
- 8.4 Develop potential solutions to opportunities using processes and tools used by leading edge innovative companies and evaluate such solutions using appropriate methods.
- 8.5 Manage their own learning in terms of acquiring disciplinary knowledge from academic literature, the business press and other relevant sources.
- 8.6 Critically apply their understanding of technology-based innovation tools to live issues.
- 8.7 Critically evaluate their own strategic solutions.

9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and identify and solve problems, some of which are at the forefront of the discipline.
- 9.2 Describe and comment on aspects of current research or advanced scholarship.
- 9.3 Utilise primary and original sources, scholarly reviews and refereed articles.

10. A synopsis of the curriculum

Module Aims

This course will provide students with an understanding of enablers and barriers to innovation within a corporate setting and give them grounding in the techniques and processes used by established companies to create and commercialize innovation, including emerging techniques, both in the developed world and emerging economies.

The course will cover key aspects of the innovation process as it is practiced in corporate businesses - how innovation contributes to the ongoing viability and success of companies and the threats from failing to continue to innovate, the enablers and barriers to innovation in large firms, how new patterns of innovation are being adopted by medium and large firms, and how intellectual property is managed in an increasingly open world.

Overview of syllabus

1. Innovation Strategy & Methodologies: Why a strategic perspective is needed; What innovation strategies are in common use; Prevent innovation wars – innovators vs operational departments; The politics of Innovation
2. Sources of Innovation: Including issues such as Definition of Innovation; Innovation as a systematic, organised, purposeful activity; The stages in the Innovation Lifecycle; Entrepreneurship and Innovation; Drucker's seven sources of Innovation
3. Technology Change: 1900-1950 vs 1950-2013 – significance of innovations; Kondratiev cycle; Technological cycles a la Carlota Perez, Schumpeter; The dot.com bubble and other bubbles – railways, cars, radios; Technology paradigms – do they constrict innovation?
4. Emerging Technologies: a look at the technologies emerging from the labs; IBM Global Technology Outlook; Grand Challenges; Gartner, McKinsey etc. Technology trends
5. Open Innovation: definition of Open Innovation; Managing Open Innovation in Large

Firms; Case Studies eg Big Innovation Centre – GSK contract

6. Data-Driven Innovation: issues such as Businesses moving to Big Data Analytics; Implications of Big Data; case studies eg IBM transition to Services – get numbers
7. Lean Innovation: including issues such as Lean as a concept: The Toyota Way; Steve Blank, Eric Ries “The Lean Startup”; From Prototype to Product, in Public; Limitations of the Lean Startup approach (set as coursework?)
8. Co-creation and collaboration: including issues such as Partnering with customers, employees, suppliers, partners; Designing new products; Increasing customer loyalty; case studies – Apple, Nike, Starbucks; What can go wrong?
9. Reverse Innovation: including issues such as Frugal Innovation, Jugaad (Jaidheep Prabhu at TEDx); Reversing traditional direction of Innovation; Innovation in emerging markets
10. Protecting your Innovation – IP Law: including issues such as types of protection – secrecy, public disclosure, copyright, patents; Why, when you might use different strategies; how to obtain protection; litigation; intimidation tactics; case study
11. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**
 - Exploring Innovation, David Smith, McGraw-Hill, 978-0-077-12123-5
 - Innovation and Entrepreneurship, Peter Drucker, Butterworth Heinemann, 978- 0750685085
 - The Innovator’s Dilemma, Christensen, Harvard Business Review Press, 978-0-87584-585-2
 - Open Innovation, Henry Chesbrough, Harvard Business Review Press, 978-1-578- 51837-1
 - The Entrepreneurial State, Mariana Mazzucato, Anthem Press, 978-0-85728-252-1
 - The Lean Startup, Eric Ries, Portfolio Penguin, 978-0-670-92160-7
 - And Suddenly the Inventor Appeared, Genrich Altshuller, Technical Innovation Center, 0-9640740-2-8
 - The Innovator’s DNA, Dyer, Gregersen, Christensen, Harvard Business Review Press, 978-1-4221-3481-8
 - The Power of Co-creation, Ramaswamy & Guillart, Free Press, 978-1-4391-8104-1

12. **Learning and teaching methods**

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

- Scheduled Hours: 25
- Independent Study Hours: 125
- Total Study Hours: 150

13. **Assessment methods**

13.1 Main assessment methods

This module will be assessed through coursework which will consist of:

1. A project report presented orally (20 minutes) (40% of overall grade);
2. Written coursework of 2,000 words (60% of overall grade).

A pass must be achieved in the *coursework* element of assessment in order to pass the module.

13.2 Reassessment methods

14. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

Module learning outcome		8.1	8.2	8.3	8.4	8.5	8.6	8.7	9.1	9.2	9.3
Learning/teaching method	Hours allocated										
Private Study	125	x	x	x	x	x	x	x	x	x	x
Lectures	10	x	x	x	x		x				x
Seminars	15	x	x	x	x		x		x	x	x
Assessment method											
Oral presentation (20 minutes)		x	x	x	x				x		x
Coursework (2,000 words)		x	x	x	x	x	x	x	x	x	x

15. **Inclusive module design**

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. **Campus(es) or centre(s) where module will be delivered**

Pearson College London

17. **Internationalisation**

Students taking this unit will be learning Strategic Innovation Management theories and practice in a global context. They will be getting a systematic knowledge and understanding, in an international context, of the strategies supporting innovation. Examples and case studies in seminars will be taken from a variety of international contexts so students have an up-to-date understanding of trends and practices around the world. Students will also be able to articulate how key aspects of the innovation process is practiced in corporate businesses and how intellectual property is managed in an increasingly open world.

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. **Partner College/Validated Institution**

Pearson College London

19. **University School responsible for the programme**

Kent Business School

MODULE SPECIFICATION

FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)