



## UNIVERSITI TEKNOLOGI MARA

### ADS557: INNOVATION MANAGEMENT

<b>Course Name (English)</b>	INNOVATION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	ADS557
<b>MQF Credit</b>	3
<b>Course Description</b>	This course focuses on the fundamentals of innovation process and innovation management. The course looks at changes in the environment such as technology and markets as important aspects for innovation. It also considers the internal structure, processes, resources and especially core competencies with which the firm is endowed. This course also provides a strategic framework for managing innovations in organizations.
<b>Transferable Skills</b>	Describe the advantages and complexities of managing innovation based on organization setting. Verbally communicate the importance of innovation culture in managing innovation within an organization setting. Manage self and others in reporting the use of innovation strategies in managing innovation.
<b>Teaching Methodologies</b>	Lectures, Tutorial, Presentation
<b>CLO</b>	CLO1 Describe the advantages and complexities of managing innovation based on organization setting. CLO2 Verbally communicate the importance of innovation culture in managing innovation within an organization setting. CLO3 Manage self and others in reporting the use of innovation strategies in managing innovation.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Innovation management</b> 1.1) Why innovation matters? 1.2) What is innovation? 1.3) Types of innovation 1.4) Managing innovation	
<b>2. Sources of Innovation</b> 2.1) Where innovations comes from? 2.2) Analyzing the environment 2.3) Technological Push 2.4) Market Pull	
<b>3. Building the innovative Organization</b> 3.1) Shared vision, leadership and the will to innovate 3.2) Appropriate Organization Structure 3.3) Key individuals and Creative climate	
<b>4. Developing an Innovative strategy</b> 4.1) Rationalist or Incrementalist Strategies for innovation 4.2) Analyzing dynamic capabilities of organizations	
<b>5. Decision making under uncertainty</b> 5.1) Meeting the challenge of uncertainty 5.2) Spreading the risk	

<b>6. Capturing the benefits of innovation</b> 6.1) Creating value through innovation 6.2) Innovation and organization performance 6.3) Economic and social benefits
<b>7. Capturing learning from innovation</b> 7.1) Knowledge acquisition 7.2) Tools to Capture learning 7.3) Measuring innovation performance
<b>8. Creating new products or services</b> 8.1) Processes for new products or service development 8.2) Commercialization of innovation
<b>9. Exploiting Open Innovation, Networks &amp; Collaboration</b> 9.1) Understanding Open Innovation 9.2) Managing innovation networks 9.3) Benefits of collaboration and alliances

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Written Assignment	20%	CLO3
	Presentation	Group Presentation	30%	CLO2
	Test	Test	10%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Tidd, J. &amp; Bessant, J. 2013, <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i>, 5th Ed., Wiley US [ISBN: 978-1-118-36]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Paul Trott 2016, <i>Innovation and new product development</i>, 6th Ed Ed., Trans-Atlantic Publications, Inc. US [ISBN: 978-129213342]</li> <li>Bessant, J. &amp; Tidd, J. 2015, <i>Innovation and Entrepreneurship</i>, 3rd Ed. Ed., Wiley US [ISBN: 978-1-118-993]</li> <li>Von Stamm, B. 2008, <i>Managing Innovation, Design and Creativity</i>, 2nd Ed. Ed., Wiley US [ISBN: 978-0-470-51]</li> <li>Windrum P. &amp; Koch, P. 2008, <i>Innovation in Public Sector Services: entrepreneurship, creativity and management</i>, Wiley US [ISBN: 978 1 84542]</li> <li>Von Stamm, B 2002, <i>The Innovation Wave: Meeting the Corporate Challenge</i>, Wiley US [ISBN: 978-0-470-847]</li> </ul>
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> <li>A. Oke 2007, Innovation types and innovation management practices in service companies, <i>International Journal of Operations &amp; Product Management (Emerald)</i>, 27(6), 23 [ISSN: 0144-3577]</li> </ul>
	Reference Article/Paper Resources	<ul style="list-style-type: none"> <li>William J. Abernathy &amp; Kim B. Clark 1985, Innovation: Mapping the winds of creative destruction, <i>Research Policy</i>, 14 (1), 19</li> </ul>
Other References	<ul style="list-style-type: none"> <li>Web Portal Wiley Resources 2014, <i>Innovation Portal</i>, Wiley, Internet <a href="http://www.innovation-portal.info/">http://www.innovation-portal.info/</a></li> </ul>	