



UNIVERSITI TEKNOLOGI MARA

CMP541: INNOVATION IN COMMUNICATION MANAGEMENT

Course Name (English)	INNOVATION IN COMMUNICATION MANAGEMENT APPROVED
Course Code	CMP541
MQF Credit	3
Course Description	Globalization of economy nowadays creates an aggressive competition which forces significant pressure to the organizations to become more innovative in their services or products. In relation with this phenomenon, this course is structured to equip students with the knowledge of innovation in organizations. By analyzing all aspects; the theoretical concepts and the case study from various industry (sectors/organizations), students are expected to relate and understand the importance of innovation in organizations. Thus, it's not only prepared themselves to be flexible with the changes at future workplace, but also lead the innovation journey for their organizations.
Transferable Skills	communication skills, event management skills, leadership skills
Teaching Methodologies	Lectures, Discussion, Presentation
CLO	CLO1 Classify the theories, philosophical aspects and dimension of innovation. CLO2 Organize the key drivers of innovative organizations. CLO3 Demonstrate the process of innovation in the organizations and marketplace at large. CLO4 Perform the basic innovation opportunity audit for an organization.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction: Innovation in Organizations 1.1) n/a	
2. 2. Development of an Integrated Innovation Capability Model 2.1) n/a	
3. 3. Management innovation in historical perspective 3.1) n/a	
4. 4. Organization, innovation and Change Management 4.1) n/a	
5. 5. Mapping the innovation landscape 5.1) n/a	
6. 6. Innovation and Creativity 6.1) n/a	
7. 7. Process of Innovation 7.1) n/a	
8. 8. Innovation implementation 8.1) n/a	
9. 9. Design of Innovative Organizations 9.1) n/a	
10. 10. Roles of Managers and Champions 10.1) n/a	
11. 11. Measurement of Innovation 11.1) n/a	

12. 12. Innovation and Organizational Performance 12.1) n/a
13. 13. Presentation of a Case Study 13.1) n/a
14. 14. Final Test 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	individual assignment	15%	CLO1 , CLO2 , CLO3 , CLO4
	Group Project	case study	25%	CLO1 , CLO2 , CLO3 , CLO4
	Test	mid term test	20%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> • David Knights, Darren Mc Cabe. 2004, <i>Organization and Innovation: Guru Scheme & American Dream</i>., McGraw-Hill Boston • Schilling, Melissa A 2005, <i>Strategic Management of Technological Innovation</i>., McGraw Hill Boston • Mille' Terziovski 2007, <i>Building Innovation capability in Organizations: An International Cross-case perspective</i>., Imperial College, PR
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	