UNIVERSITI TEKNOLOGI MARA

ASM657: INNOVATIVE THINKING STRATEGIES

Course Name (English)	INNOVATIVE THINKING STRATEGIES `APPROVED`
Course Code	ASM657

MQF Credit	4

Course Description	This course provides the approaches to innovative thinking methodology by emphasizing on the 'how-to' and 'know-how'. Using practical, pragmatic approaches and real time examples, this project-based course will allow students to engage in the design of innovations to serve their unique purposes. Students will learn to recognize weak signals about unarticulated needs and capture overlooked ideas. Students will also identify human centered problems to solve and begin as designers do by developing ideas, testing them for viability and bringing them to market.

Transferable Skills	Soft skill and digital skill

Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion

CLO	CLO1	Determine the innovative thinking methodology by emphasizing on the 'how-to' and 'know-how' to serve unique purposes
	CLO2	Propose strategies to reduce challenges in organizations when resources are scarce
	CLO3	Formulate innovative solutions for human centered problems by developing, testing and bringing the ideas to potential markets.

Pre-Requisite Courses	No course recommendations

Topics

1. Principles of Innovative Thinking
1.1) Innovative business models
1.2) Innovation Tournaments: creating and selecting exceptional opportunities
1.3) Innovation portfolios: linking innovation efforts to organizational strategy
1.4) Establishing an "Innovation Frontier"

2. Innovation and Organizations
2.1) Organizing for innovations; individuals and groups
2.2) Developing a culture of innovation
2.3) Rapid validation of ideas and lean innovation

3. Working on Innovations Part 1 - Insights to Inspiration
3.1) Planning for groundwork for great ideas
3.2) Setting up the innovation mind-set: confidence, empathy, optimism, iterate
3.3) Research techniques for inspired ideas
3.4) Concept exploration

4. Discovery Tools and Implementation
4.1) Stakeholder mapping
4.2) Personas
4.3) Value-chain analysis
4.4) Ethnographic, group and expert interviews
4.5) Funding strategies

5. Working on Innovations Part 2: Ideas to Actions
5.1) Concept visualization
5.2) Designing user scenarios
5.3) Rapid prototyping
5.4) Business model canvas

6. Creating the Innovative Workplace
6.1) Short term objectives vs long term innovations
6.2) Techniques for aligning team players and projects
6.3) Balancing top-level objectives and mid-level knowledge
6.4) Leadership techniques
6.5) Conflict management
6.6) Change and innovation management

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This assignment maps the course outcome that requires students to determine the innovative thinking methodology by emphasizing on the 'how-to' and 'know-how' to serve unique purposes.	20%	CLO1
	Case Study	Innovations To Tackle Poverty And Their Potential In Malaysian Context Students will be directed to an Internet link on ideas to tackle poverty. Identify one (1) idea that they find interesting and stand out, and provide the description (in own words). Discuss further on how the idea could be adopted in Malaysia. a.) Identify one or two particular areas (city or village) in which the idea (or modification of the idea) could be adopted. b.) Provide statistics on poverty (such as household income, B40 statistics, profession, education level) and other related information on the area (city/village). c.) Explain how the idea will help to improve the quality of life and psychological well-be	20%	CLO2
	Final Project	In this final assessment, students is to offer an innovation idea based on the theme of FOOD. They need to adhere to the steps and processes of offering a solution.	30%	CLO3
	Test	This test maps the course learning outcome that aims to determine the innovative thinking methodology by emphasizing on the 'how-to' and 'know-how' to serve unique purposes.	30%	CLO1

Reading List	Recommended Text	• *Liedtka, J., Ogilvie, T., & Brozenske, R. (2014). The Designing for Growth Field Book: A Step-by-step Project Guide. Columbia University Press.*
	Reference Book Resources	• *Wyatt, J. (2016). IDEO. ORG AND DESIGNING WITH FARMERS. Harnessing the Power of Collective Learning: Feedback, Accountability and Constituent Voice in Rural Development, 164*
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	