

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA Business Enterprise and Innovation
FHEQ Level:	5
Course Title:	Managing Innovation
Course Code:	ENTR 5101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This module explores the critical aspects of managing innovation within organizations. Students will develop a comprehensive understanding of the innovation process, from idea generation to implementation and commercialization. The module will examine different types of innovation, the factors that drive successful innovation, and the challenges organizations face in managing innovation effectively. Through real-world case studies and practical exercises, students will gain insights into how companies foster a culture of innovation, manage innovation projects, and measure the impact of their innovation efforts.

Prerequisites:

ENTR 4101 Introduction to Entrepreneurship OR BUSM 4101 Introduction to Business Management and Marketing and 40 Credits

Aims and Objectives:

- To provide students with a critical understanding of the key concepts, theories, and models of innovation management.
- To develop students' ability to analyze and evaluate different approaches to managing innovation in diverse organizational contexts.
- To equip students with the practical skills necessary to contribute effectively to innovation initiatives within organizations.
- To enhance students' awareness of the ethical and societal implications of innovation.

Programme Outcomes:

A5I, A5II, B5II, C5II

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Course Learning Outcomes	Programme Outcomes
Critically evaluate different types of innovation and their impact on organizations and society.	L5A (i)
Analyze the key factors that contribute to successful innovation, including organizational culture, leadership, and resources.	L5A (i)
Apply appropriate tools and techniques to manage innovation projects effectively, from idea generation to commercialization.	L5B (ii)
Assess the challenges and risks associated with innovation and develop strategies to mitigate them.	L5A(ii)
Communicate effectively about innovation initiatives to diverse stakeholders.	L5C (i)

Indicative Content:

- What is Innovation and Why it Matters: Defining and exploring the importance of innovation in today's business environment.
- Innovation as a Core Business Process: Integrating innovation into the core activities and processes of an organisation.
- Building the Innovative Organisation: Creating a culture, structure, and environment that supports and encourages innovation.
- Developing an Innovation Strategy: Formulating and implementing strategies to guide and direct innovation efforts.
- Sources of Innovation: Identifying and leveraging internal and external sources of new ideas and technologies.
- Innovation Networks: Building and managing networks and collaborations to foster innovation.
- Creating New Products and Services: Applying innovation principles to the development and launch of new offerings.
- Open Innovation and Collaboration: Utilizing external partnerships and knowledge sharing to drive innovation.
- Knowledge and Intellectual Property: Managing and leveraging knowledge assets and intellectual property for competitive advantage.
- Business Models and Capturing Value: Designing and implementing innovative business models to create and capture value.
- Capturing the Benefits of Innovation: Measuring and assessing the impact of innovation on organizational performance.
- Capturing Learning from Innovation: Learning from successes and failures to continuously improve innovation processes.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Bessant, J. and Tidd, J. (2024) *Innovation and Entrepreneurship*. 4th edn. USA: Wiley.

Kennard, M. (2022) *Innovation and Entrepreneurship*. London: Routledge.

Schneider, R, N. (2021) *Ecopreneurship: Business practices for a sustainable future*. Berlin: De Gruyter.

Tidd, J., & Bessant, J. (2024). *Managing Innovation: Integrating Technological, Market and Organizational Change*. 8th edn. USA: Wiley.

Journals:

Journal of Entrepreneurship Management and Innovation.

Journal of Innovation and Entrepreneurship.

Journal of Small Business & Entrepreneurship.

Websites:

Harvard Business Review: Provides insights and articles on innovation management from leading thinkers and practitioners. Available at: <https://hbr.org/> (Accessed: November 2024).

MIT Sloan Management Review: Offers research-based articles and perspectives on innovation and technology. Available at: <https://sloanreview.mit.edu/> (Accessed: November 2024).

Innovation Leader: Provides news, resources, and best practices for innovation professionals. Available at: <https://innovationleader.com/> (Accessed: November 2024).

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Dec 2024	