

ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Managing Innovation in the Organisation				
Module Code	UMSDLN-15-2		Level	2	Version1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL		Field	Strategy and International Business	
Department	BBS: Business and Management		Module Type	Standard	
Contributes towards	BA(Hons) Leadership and Management Practice				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
First CAP Approval Date	14 July 2016		Valid from	September 2017	
Revision CAP Approval Date			Revised with effect from		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Critically evaluate the impact of innovation and changing technologies on the organisation including the identification, evaluation and exploitation of growth opportunities. 2. Evaluate the innovation process within a company with reference to theoretical concepts and models 3. Evaluate how innovation and technology change can be used for organisational improvement and development. 4. Analyse the impact of innovation and technology change on data and knowledge management for analysing business decision-making. 5. Demonstrate the use of qualitative and quantitative analysis of information to identify service/ organisational improvements and opportunities for innovation and growth 6. Analyse information and data to benchmark against others.
Syllabus Outline	<p>Learning will focus around these inter-related areas:</p> <ul style="list-style-type: none"> • Innovation – What it is and Why it Matters to Organisations • Building the Innovative Organization • Framework for Assessing Innovation Sources • Innovation Networks

	<ul style="list-style-type: none">• Decision Making Under Uncertainty• Developing a Business Case for Innovation (risk, forecasting, adoption, and resource requirements)• Creating New Products and Services• Exploiting Open Innovation and Collaboration• Capturing the Benefits of Innovation• Exploiting Knowledge and Intellectual Property• Choosing a Business Model																																			
Contact Hours	<p>The module will typically be studied on a day release basis, although employer preference may dictate a different delivery pattern. Contact time per module will equate to 3 hours per week over a 12 week teaching block.</p> <p>There is a focus on flipped delivery supported by technology, here the delivery of core theoretical concepts moves from the classroom into the online space and face to face sessions focus on collaborative learning, sense making and sharing of experiences. Post session (face to face) online activities help the student to apply their learning to the context of their organisation and personal and professional development.</p>																																			
Teaching and Learning Methods	<p>Teaching and learning methods are focused around a problem posing pedagogy that draws on student and peer experiences associated with the philosophy of work based learning, while providing a rigorous intellectual underpinning. Hence the learning materials provide students with a body of knowledge, a sense of the intellectual ideas contained within a topic area and importantly a set of signposts directing them to further reading.</p> <p>Seminars are based around a series of problem solving activities linked to the student's own organisation and provide students with opportunities for co-operative learning and formative feedback from tutors.</p>																																			
Key Information Sets Information	<table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5"></td></tr><tr><td colspan="4">Number of credits for this module</td><td>15</td></tr><tr><td colspan="5"></td></tr><tr><th>Hours to be allocated</th><th>Scheduled learning and teaching study hours</th><th>Independent study hours</th><th>Placement study hours</th><th>Allocated Hours</th></tr><tr><td>150</td><td>36</td><td>114</td><td>0</td><td>150</td></tr><tr><td colspan="5"></td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test</p> <p>Coursework: Written assignment or essay, report, dissertation, portfolio, project</p> <p>Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data										Number of credits for this module				15						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150					
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Reading Strategy	<p>The essential reading will be specified in the module handbook and on Blackboard at the start of the module. A sample text is:</p> <p>Tidd, J. and Bessant, J. (2013) <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i>, 5th ed., New York: Wiley.</p> <p>Further Reading</p> <p>Further reading beyond the core texts is required on this module to develop a depth and breadth of knowledge and understanding of the topic from different perspectives.</p> <p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely.</p>																								
Indicative Reading List	<p>The following list is offered to provide an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification and current advice on readings will be available via other more frequently updated mechanisms.</p> <p>Amabile, T. M (1997) <i>Motivating Creativity in Organisations</i>, California Management Review Vol 40, No. 1</p> <p>Amabile, T. M (1998) <i>How to Kill Creativity</i>, Harvard Business School</p> <p>Bessant, J. and Tidd, J. (2011) <i>Innovation and Entrepreneurship</i>. Chichester: Wiley. [658.421 BES]</p> <p>Boutellier, R., Gassmann, O. and von Zedtwitz, M. (2008) <i>Managing global innovation: uncovering the secrets of future competitiveness</i>. 3rd ed. Berlin: Springer. [on order]</p> <p>Christensen, Clayton (1997), <i>The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail</i>, HBS Press, Harvard</p> <p>Dodgson, M., Gann, D. and Salter, A. (2008) <i>The Management of Technological Innovation</i>, Oxford University Press: Oxford.</p> <p>Goffin, K. and Mitchell, R (2010) <i>Innovation Management: Strategy and Implementation using the Pentathlon Framework</i>(2nd Edition), Palgrave Macmillan:Basingstoke</p> <p>Henry, J. (2001) <i>Creative management</i>. 2nd ed. Thousand Oaks: Sage. [658.403 HEN]</p> <p>Henry, J. and Mayle, D. (2001) <i>Managing innovation and change</i>. Thousand Oaks: Sage. [658.406 HEN]</p> <p>Lowe, R. and Marriott, S. (2006) <i>Enterprise, entrepreneurship and innovation: concepts, contexts and commercialization</i>. Oxford: Butterworth-Heinemann. [658.421 LOW]</p> <p>Price, R. (2005) <i>The eye for innovation: recognizing possibilities and managing the creative enterprise</i>. New Haven: Yale University Press. [338.761004 PRI]</p> <p>Sauber, T. and Tschirky, H. (2006) <i>Structured creativity: formulating an innovation strategy</i>. Basingstoke: Palgrave Macmillan. [658.314 SAU]</p> <p>Sawyer, R.K. (2006) <i>Explaining creativity: the science of human innovation</i>. Oxford: OUP. [E Book]</p> <p>Schilling, M.A. (2013) <i>Strategic Management of Technological Innovation</i> (4th ed.), McGraw-Hill International Edition, 2013</p> <p>Smith, D. (2005) <i>Exploring Innovation</i>. Maidenhead: McGraw-Hill.</p> <p>Tidd J and Bessant J. (2014) <i>Strategic Innovation Management</i>, New York: Wiley</p> <p>Tidd, J. and Bessant, J. (2009) <i>Managing Innovation: Integrating Technological,</i></p>																								

	Market and Organizational Change (5 th Edition) John Wiley & Sons, Chichester von Stamm, B. (2008) <i>Managing innovation, design and creativity 2nd Edition</i> . Chichester: Wiley. [658.514 VON]
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Part 3: Assessment	
Assessment Strategy	<p>The assessment strategy draws on the work-based learning approach and assessment for learning guidelines. The assessment will provide evidence of meeting the CMDA learning outcomes and will contribute directly to the student CMDA Portfolio.</p> <p>During the module, students will complete a learning log on a weekly basis that evidences their understanding of seminar and learning activities in relation to their own organisation. They will apply their learning to undertake an analysis and evaluation of different aspects of the impact of innovation and technology change in their employing organization. In so doing, the student will demonstrate his or her ability to draw on relevant theory to Identify service or organisational improvements and opportunities for innovation and growth within an organisation.</p> <p>Students will be required to submit their learning log along with a 2500 word evaluation of the implications for their organisation of the critical innovation and technology change issues identified in the learning log.</p> <p>Formative assessment will be provided in the seminars through discussion of the problem sets.</p>

Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Learning Log including 2000 word Evaluation of Organisational Implications from the Log	100%	
Component B Description of each element	Element weighting	
n/a		

Re-sit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting
1. Learning Log including 2000 word Evaluation of Organisational Implications from the Log (plus amendments overview)	100%
Component B Description of each element	Element weighting
n/a	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	