

Liverpool John Moores University

Title: INNOVATION MANAGEMENT
Status: Definitive
Code: **7505IS** (103639)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Graham Padgett	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 38.00
Total Learning Hours: 150
Private Study: 112

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Business plan research	25.0	
Exam	AS2	Business Plan	75.0	2.00

Aims

To develop a critical awareness of the importance of innovation as a core competence.

To evaluate and apply a range of innovation models and concepts to a wide range of organisational contexts.

To develop the skills required to foster innovation in products, services and processes.

To imbue students with an entrepreneurial philosophy and culture.

To foster in students the importance of the dynamics of change management and its

implications for organisational development.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate innovation as a process.
- 2 Critically assess the potential of innovation concepts and ideas as a source of competitive advantage.
- 3 Analyse and evaluate the value of Intellectual Property and its security.
- 4 Critically assess and apply innovation management techniques which contribute to the building of an innovative organisation.
- 5 Evaluate and apply team concepts and techniques.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

ESSAY	2	5		
EXAM	1	3	4	5

Outline Syllabus

The process of Innovation
Business Planning and Innovation
Technology Strategy and Management
Organisation and Management
The financial aspects of Innovation

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Drucker, P F
Publishing Year	1985
Title	Innovation and entrepreneurship
Subtitle	practice and principles
Edition	
Publisher	Harper and Row
ISBN	

Course Material	Book
Author	Ettle, J
Publishing Year	2006
Title	Managing Innovation
Subtitle	new technology, new products and new services in a global economy
Edition	2nd edition
Publisher	Oxford: Butterworth Heinemann
ISBN	

Course Material	Book
Author	Koehn, N F
Publishing Year	2001
Title	Brand new
Subtitle	how entrepreneurs earned consumer' trust from Wedgewood to Dell
Edition	
Publisher	Cambridge: Harvard Business School Press
ISBN	

Course Material	Book
Author	Sahlman, W A, Stevenson, H H, Roberts, M J and Bhide, A
Publishing Year	1999
Title	The entrepreneurial venture
Subtitle	
Edition	
Publisher	Cambridge: Harvard Business School
ISBN	

Course Material	Book
Author	Trott, P
Publishing Year	2005
Title	Innovation management and new product development
Subtitle	
Edition	3rd edition
Publisher	Harlow: FT Prentice Hall
ISBN	

Notes

ESSAY EXAM