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| Module Title | Managing Innovation in Business (MIB) |
| Module Code | BM627 |
| Level | 6 |
| Module Description | |
| <p>There will be introductory and core reading sessions to develop a basic understanding of "the importance of innovation". Followed by Innovation mapping, building and innovative organisation, this will be learning the components of an innovative organisation. During week 4, the topic will be learning the sources of innovation, "where does innovation come from".</p> <p>From week five onwards, the learning content will be "learning from innovation" along with "the networking effect". They will develop deeper understanding of the "Innovation engine", "building an innovation case" and "change management".</p> | |
| Learning Outcomes | |
| <ul style="list-style-type: none"> • Apply an evaluative approach to a range of business data, sources of information and appropriate methodologies in identifying drivers of innovation within a business and its environments. • Analyse and illustrate how organisations and their leaders can successfully plan and prepare for innovation. • Critically discuss the importance of organisational knowledge, knowledge transfer and cross functional co-operation in order to analyse and assess innovation capability and blockages. • Actively engage in the identification of a new product/service for a chosen organisation and identify the key activities required for its successful development. • Conduct an innovation/organisational development audit appropriate for the introduction of the new product/service. | |
| Assessment | |
| <p>Coursework (CW1): Individual Report 2000 words – Weighted 40 % Coursework (CW2): Individual Report 3000 words – Weighted 60 %</p> | |