

# ES956-15 Innovation

**23/24**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Ali Ahmad

**Credit value**

15

**Module duration**

4 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module enables participants from various professional and academic backgrounds to critically assess the value of approaches designed to facilitate innovation in various organizational contexts. Participants will apply concepts, models and frameworks to understand and critically evaluate the potential for innovation in corporations and start-ups. There is an emphasis on innovation management and its critical alignment with strategy in order to deliver measurable commercial gains. The concepts and models discussed can be used by participants based in varying industrial and professional settings and at different stages of career. Upon completion, they will be able to deploy innovative thinking tools which will support set strategic objectives, scope the impact of new competitive pressures and identify new disruptive opportunities for the organizations they are based at. Along with an engagement with the various innovation bodies-of-knowledge, toolkits, management techniques and case studies, there is a robust emphasis on application of learning through the use of Escape Room pedagogy, a Lego Mindstorms-based workshop and an online industry standard innovation and strategy simulation. These methods help in the augmentation and contextualization of learning on the topic and add a vocational dimension to the teaching and learning strategies adopted for the module.

### Module aims

The principle aim of the module is to develop a set of skills in participants that help them 'do'

innovation in a commercial context. This necessitates learning 'about' concepts, models and frameworks to critically evaluate the nature of creativity, innovation and entrepreneurship. Participants are required to think about non-traditional and new approaches for sourcing and commercialising intellectual property from the perspective of both industrialized and developing or emerging economy contexts. As a result, participants will be able to critically assess the limitations of extant models and methods, and be able to configure the conditions under which such methods and models would yield 'ideal' outcomes.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Innovation 2.0 with new and digital media
- Entrepreneurial effectuation
- New technologies and public sector innovation
- Disruptive innovation and 'jobs-to-be-done'
- Intellectual property management with Stage Gates
- Practising creativity with new toolkits
- Innovation "Escape Room" Challenge
- Innovation commercialization with Lego Mindstorms EV3
- Innovation & Strategy with StratSim Management

## Learning outcomes

By the end of the module, students should be able to:

- Evaluate the nature of innovation and be able to identify the potential for innovation within a new venture creation context
- Systematically analyse the impact of innovation on the performance of industries.
- Critically assess the key tools and techniques for managing innovation for application to actual business situations
- Apply practical innovation management skills as part of a team

## Indicative reading list

[View reading list on Talis Aspire](#)

## Subject specific skills

- Innovation management
- Using the disruptive innovation and jobs-to-be-done toolset
- Intellectual property commercialisation
- Integrating web 2.0 and new and digital media into new product, service or process development

## Transferable skills

- Creativity
  - Digital content creation
  - Presentation and business pitching
  - Market research
  - Business case development
  - Strategic thinking
  - Problem solving
  - Collaboration
  - Risk management
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## Study

### Study time

Type	Required
Lectures	8 sessions of 1 hour (5%)
Seminars	22 sessions of 1 hour (15%)
Online learning (independent)	20 sessions of 1 hour (13%)
Private study	40 hours (27%)
Assessment	60 hours (40%)
Total	150 hours

### Private study description

Reading the module's associated textbook (available in the library) - Entrepreneurship in Developing & Emerging Economies, watching and commenting on the pre-recorded text-book based chapter-by-chapter videos hosted on YouTube, completing a Belbin Team roles assessment, reading through the module's IMA simulation's student manual and associated powerpoint presentations for in-class preparedness.

## Costs

Category	Description	Funded by	Cost to student
IT and software	The use of StratSim Management @ US\$50 (approx.) per participant.	Department	£0.00

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A3

	Weighting	Study time	Eligible for self-certification
Group Video Case Development & Analysis	60%	36 hours	No
Student teams would act as "expert innovators" brought in as consultants by an organisation of their choice and present solution to innovation problems in the video format. Production equipment is available for booking out, as is the ability to book production facilities (such as quiet rooms). In addition, student teams will have the option to book upto two coaching sessions with members of the Innovation Teaching Team to receive feedback on early drafts. Outputs will be hosted on GoReact via Moodle where detailed written (typed) feedback will be provided. Verbal feedback will be provided in a formal meeting after marking is complete.			
Group In-Module Assessment on Innovation Simulations	30%	18 hours	No
These two assessments will simulate aspects of innovation management in a dynamic and team setting.			
1. Lego Mindstorms-based Team Challenge - students in teams will be required to develop an innovative use of sensor technology with commercial potential using Lego Mindstorms. Weightage: 10%			
2. StratSim Management - students in teams will take over as the executive management of automotive manufacturers in an online simulation, and work through 6 periods of managing technology investments, product development, manufacturing, marketing and customer research to deliver commercial results. Weightage: 20%			
Individual Innovation & Entrepreneurship Quiz	10%	6 hours	No
An upto 30-minute quiz comprising of 35 questions (multiple choice and true-false) based on the associated textbook and the module's syllabus.			

### Assessment group R2

	Weighting	Study time	Eligible for self-certification
Innovation Post-Module Written Assignment	100%		Yes (extension)
In case the group video case analysis is deemed a 'fail', then individual students part of the failing team will be required to attempt a re-submission question in writing. The focus in this question			

**Weighting****Study time****Eligible for self-  
certification**

would be test students' critical thinking, analysis and literature evaluation capabilities towards the overall aim of applying learned knowledge to a specific innovation context or case study.

**Feedback on assessment**

Feedback will be provided in both face-to-face and written forms via feedback sheets. Verbal feedback will be recorded for dissemination to teams post assessment and will also be archived for moderation purposes.

Written feedback on template sheets will contain both group and individual feedback on the assessment items "Innovation Strategy for a Chosen Case Organisation", "Reflective Diary on Group Assessment" and "Group In-Module Assessment on an Innovation Simulation".

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**Availability****Courses**

This module is Core for:

- Year 1 of TWMS-H1S6 Postgraduate Taught Innovation and Entrepreneurship (Full-time)