

# IB3L3-15 Innovation Management

**23/24**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Noni Symeonidou

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module aims to give students a comprehensive understanding of innovation, including types of innovation, drivers of innovation, how to manage and lead the innovation process at multiple levels, and how to capture the value, both formal and informal, that result from innovation. The specific aims include:

- Introducing students to the ways in which innovation can be defined  
Introducing key conceptual frameworks that have shaped research and practice in innovation
- Introducing the ways in which the innovation process is initiated, led and managed  
Cultivating an understanding and appreciation for the role that innovation plays in organisations and broader institutions
- Providing an opportunity to discuss relevant examples and cases of innovation alongside the academic research

[Module web page](#)

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## **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.

Introduction to innovation management (e.g., key definitions, frameworks and concepts such as S-curve, 4Ps, architectural innovation).

What innovative organisations look like (e.g., culture, structure).

Drivers of innovation (e.g., market, open innovation, regulations and policy, technology, etc).

Innovation and strategy (e.g., types of strategies, growth horizons, portfolio approaches).

How individuals develop innovations (e.g. creative cognition, characteristics of creative individuals, how to select and keep them in the org).

How teams develop innovations (e.g., managing team processes that support or hinder creativity).

Managing the innovation process (e.g., key stage gate models, processes for new product development).

Leading for innovation (e.g., leadership behaviours that support innovation at team and organisational level, TMT support for innovation).

Innovation across industries (e.g., public sector innovation, services innovation, social innovation).

Reviewing formal and informal outcomes of innovation and how to measure them (e.g., innovation and organisational performance, capturing knowledge, responding to failure).

Appropriation of innovation value (e.g., Intellectual property, managing assets related to the innovation, such as sales and distribution).

Diffusion of innovation (e.g., across organisational units and external to the organisation).

## **Learning outcomes**

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

- Define and apply key terms related to innovation.
- Utilize typologies for classifying and understanding types of innovation.
- Recognise the importance of innovation to organisational performance.
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- Describe the main approaches to building capability for innovation in organisations and how these can be applied in a range of different types of organisations.

- Understand how organisations can capture value from the innovation process.
- Demonstrate creative problem solving skills, particularly in solving complex, unstructured problems.
- Demonstrate analytical and critical thinking skills by applying concepts learnt during the module.
- Conduct research and effectively integrate findings.
- Use information and knowledge effectively in scanning for potential problems/opportunities, gathering information, synthesising information and developing solutions.
- Demonstrate an ability to undertake evidence based strategy formulation.

## **Indicative reading list**

Afuah, A. (2003). Innovation management: Strategies, implementation and profits. Oxford University Press.

Chesbrough, H. (2003) Open Innovation. Boston: Harvard Business School Press

Davila, T.; Epstein, M.J. & Shelton, R. (2012) Making Innovation Work: How to Manage it, Measure it and Profit from it. Upper Saddle River, NJ: Wharton School Publishing

Dawson, P. & Andriopoulos, C. (2014). Managing change, creativity and innovation. Sage.

Drucker, P. (1985) Innovation and Entrepreneurship, Oxford: Butterworth and Heinemann

Henderson, R. & Clark, K. (1990). Architectural Innovation: The reconfiguration of existing product technologies and the failure of

established firms. Administrative Science Quarterly, 35, 9-30.

Mitra, J. (2017). The Business of Innovation. Sage.

Rogers, E.M. (2003). Diffusion of Innovations. Free Press.

Sawyer, K.R. (2012) Explaining Creativity: The Science of Human Innovation (2nd edn) USA: OUP  
Chichester: Wiley

Shalley, C., Hitt, M, & Zhou, J. (2015). The Oxford Handbook of Creativity, Innovation and Entrepreneurship. Oxford University Press.

Tidd, J. & Bessant, J. (2013) Managing Innovation: Integrating Technological, Market and Organizational Change. Wiley.

Tidd J., & Bessant, J. (2014). Strategic Innovation Management. Wiley.

Trott, P. (2017). Innovation Management and New Product Development. Pearson.

## **Subject specific skills**

Demonstrate the ability to accurately classify and analyse innovations.

Demonstrate the ability to accurately understand the key drivers of innovations.

Demonstrate the ability to effectively identify and describe the innovation capability of an organisation including strengths and weaknesses.

Demonstrate the ability to effectively apply individual and team techniques to promote creativity and innovation.

Demonstrate the ability to assess how an organisation can capitalise on the value of an innovation.

## Transferable skills

Written communication skills

Oral communication skills

Teamwork

Problem Solving

Information technology

Self-awareness and reflection

Leadership and performance management

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## Study

### Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

### Private study description

Private Study.

## Costs

No further costs have been identified for this module.

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## Assessment

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

### Assessment group A3

	Weighting	Study time
Individual Assignment (15 CATS)	70%	51 hours
Group Presentation (15 CATS)	30%	22 hours
Includes video pitch and slide deck.		

## Feedback on assessment

Feedback provided via my.wbs.

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## Availability

### Pre-requisites

To take this module, you must have passed:

- All of
  - [IB2B1-15 CORE: Entrepreneurial Mindset](#)
  - [IB151-15 Foundations of Entrepreneurship](#)
  - [IB2B5-15 Marketing Strategy](#)

## Courses

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
  - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
  - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
  - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy