

WM9N6-15 Disruptive Technology & Innovation 2.0

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Ali Ahmad

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module enables aspiring entrepreneurs to critically assess the approaches designed to facilitate innovation in various organizational and managerial contexts, including startup and pre-startup. Participants will learn new concepts to critically evaluate the potential for innovation in corporations and start-ups. There is an emphasis on disruptive technology, its advent and how it has the potential for radical industrial transformation. Participants will learn the tools and methods to design new value propositions with disruptive potential using toolkits optimized for customer jobs-based thinking.

The module will also draw on approaches that facilitate innovation management and its critical alignment with strategy in order to deliver measurable commercial gains. The concepts and models within innovation 2.0 methodologies will be explained, allowing participants with business startup aspirations to critically analyse leading-edge approaches in hi-tech research commercialization, intellectual property management, ideation and building innovation cultures.

Upon completion, participants 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 their startups. 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 pedagogic innovation, 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 would help them 'do' innovation in a pre- and startup context. This necessitates learning 'about' concepts, models and frameworks to critically evaluate the nature of creativity, innovation and entrepreneurship.

Finally, participants are required to think about non-traditional and new approaches for designing new disruptive opportunities and sourcing and commercialising intellectual property for their startups.

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 and innovation & strategy with StratSim Management

Learning outcomes

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

- Evaluate the role of innovation and teamwork within a fast-paced new venturing context
- Systematically analyse the impact of disruptive innovation on the performance of a selected industries
- Assess the key tools and techniques for delivering innovation within a business start-up or corporate venturing context
- Apply practical innovation management skills as a part of a team

Indicative reading list

Ahmad, A.J., Bhatt, P. & Acton, I. (2019). *Entrepreneurship in Developing Countries: For Business & Non-Business Students*. Sage Publishers.

Christensen, C. M. (1997). *The Innovator's Dilemma*. Harvard Business Review Press.

Moore, G. A. (1991). *Crossing the Chasm*. HarperBusiness.

Thiel, P., & Masters, B. (2014). Zero to One: Notes on Startups, or How to Build the Future. Crown Business.

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.

Christensen, C. M., Raynor, M. E., & others. (2011). Disruptive Innovation: The Christensen Collection (The Innovator's Dilemma, The Innovator's Solution, The Innovator's DNA, and Harvard Business Review articles). Harvard Business Review Press.

Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). Platform Revolution: How Networked Markets Are Transforming the Economy—and How to Make Them Work for You. W. W. Norton & Company.

Brynjolfsson, E., & McAfee, A. (2014). The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies. W. W. Norton & Company.

Johnson, W. (2015). Disrupt Yourself: Putting the Power of Disruptive Innovation to Work. Harvard Business Review Press.

Ismail, S., Malone, M. S., & van Geest, Y. (2014). Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours (and what to do about it). Diversion Books.

Kelley, T., & Littman, J. (2001). The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. Crown Business.

[View reading list on Talis Aspire](#)

Interdisciplinary

Synthesis of ideas from different disciplines to design and evaluate innovation options across a variety of industries and in a business start-up scenario..

International

Consider and factor-in differences in markets, legal environments, social and cultural norms and their impact on the design and delivery of the outputs of a process of innovation enacted either by large corporation or a new business.

Subject specific skills

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

Transferable skills

Presentation and business pitching, critical thinking and evaluation, user research, team work, professionalism, problem solving, ethical values, digital literacy and communication.

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 Moodle, completing a Belbin Team roles assessment, reading through the module's IMA simulation's student manual and associated powerpoint presentations for in-class preparedness. Students will be expected to undertake private study outside of the module's teaching week.

Costs

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

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time
Group Video Case Development & Analysis	60%	36 hours
<p>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). Student teams will be coached by members of the Innovation Teaching Team to receive feedback on early drafts. Outputs will be hosted on a University prescribed platform where detailed written (typed) feedback will be provided.</p> <p>Peer assessment will be used to generate individual scaling factors.</p>		
Group In-Module Assessment on an Innovation Simulation	30%	18 hours
<p>This assessment will require students teams to take over the innovation management and strategic positioning of an automotive corporation in the StratSim simulation environment. Each team competing with others will complete up to 7 periods of simulated advances, where each period will present "special cases" to analyse in terms of strategic choices impacting innovation performance. In addition, four brief questions will be put to each team which would require an analysis of their corporation's strategic position and ability to launch new products in existing or green field markets. Peer assessment will be used to generate individual scaling factors.</p>		
Individual Innovation & Entrepreneurship Quiz	10%	6 hours
<p>An up to 30-minute quiz comprising of 35 questions (multiple choice and true-false) based on the associated textbook and the module's syllabus.</p>		

Feedback on assessment

Feedback on 'Video Production' (70%) to be provided on a University prescribed platform, whilst the feedback on the 'Simulation Report' (30%) will be provided on standard WMG PMA feedback template. The 'Quiz' (10%) will be marked by Moodle and feedback will be available immediately upon completion.

Availability

Courses

This module is Core for:

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