

WM9N6-15 Disruptive Technology & Innovation 2.0

26/27

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 using 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
- Disruptive innovation
- Practising creativity with new toolkits
- Innovation commercialization with StratSim Management

Learning outcomes

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

- Evaluate the role of innovation within a fast-paced intrapreneurial context
- Systematically analyse the impact of disruptive innovation on the performance of selected industries
- Assess the key tools and techniques for delivering innovation within a business start-up and corporate venturing context
- Apply practical innovation management skills as a part of a team
- Demonstrate a critical understanding of key concepts, trends, and ethical considerations related to emerging disruptive technologies

Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

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 a large corporation or a new business.

Subject specific skills

- Innovation management
- Using the disruptive innovation toolset
- Intellectual property commercialisation strategies
- Integrating web 2.0 and new and digital media into new product, service or process development
- 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
Seminars	30 sessions of 1 hour (20%)
Online learning (independent)	30 sessions of 1 hour (20%)
Private study	30 hours (20%)
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 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 (approved online simulation) @ US\$50 (approx.) per participant.	Department	£0.00

Assessment

You must pass all assessment components to pass the module.

Assessment group A2

Assessment component	Weighting	Study time	Eligible for self-certification
Individual AI-Assisted Innovation Prototype	70%	42 hours	Yes (extension)
Students will respond to a case-based innovation challenge by developing an individual AI-assisted prototype, concept demonstrator or equivalent innovation artefact. The assessment will require students to show how module concepts, tools and techniques informed their solution, while documenting their own role in the development and evaluation process.			
Reassessment component			
Individual AI-Assisted Innovation Prototype			No
Students will respond to a case-based innovation challenge by developing an individual AI-assisted prototype, concept demonstrator or equivalent innovation artefact. The assessment will require students to show how module concepts, tools and techniques informed their solution, while documenting their own role in the development and evaluation process.			
Assessment component			
Group In-Module Assessment on an Innovation Simulation	30%	18 hours	No

Weighting

Study time

Eligible for self-certification

This assessment requires student teams to participate in an industry-focused simulation designed to replicate the practical challenges of managing corporate innovation and intrapreneurship. Students will work in allocated teams and engage with the simulation over the course of the module through a series of structured decision-making rounds supported by timetabled workshops and tutor guidance. At key stages, teams will be required to analyse performance data, justify strategic choices, and produce a set of defined outputs that evidence their critical understanding of the corporate innovation and intrapreneurial process. Submission requirements, milestones, and expected team roles will be clearly communicated in advance to support effective participation and coordination. Peer assessment will be used to moderate individual marks within the group component in order to reflect relative contribution.

Reassessment component

Performance on Innovation Simulation

No

The task will require students to produce a critical appraisal of their own and their team's performance on the in-module simulation. They will be required to explain the key lessons learnt for fostering innovation in corporations. This will be an individually submitted piece of work; in other words, each group member who is unable to pass the original assessment will need to resubmit a separately produced report.

Feedback on assessment

Feedback on both 'Video Production' (70%) and 'Simulation Report' (30%) to be provided using the WMG prescribed feedback sheet with comments linked to particular time stamps in case of the 70% component.

Availability

Courses

This module is Core for:

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