

<b>Title:</b>	Managing Innovation <b>APPROVED</b>
<b>Long Title:</b>	Managing Innovation
<b>Module Code:</b>	MGMT9003
<b>Credits:</b>	5
<b>NFQ Level:</b>	Expert
<b>Field of Study:</b>	Business & Management
<b>Valid From:</b>	Semester 1 - 2016/17 ( September 2016 )
<b>Module Delivered in</b>	<a href="#">13 programme(s)</a>
<b>Module Coordinator:</b>	CAROLINE O REILLY
<b>Module Author:</b>	CAROLINE O REILLY
<b>Module Description:</b>	This module is designed to provide engineering students with a clear understanding of the importance of innovation to the success of the firm and to the economy at large. It will explore how to manage innovation effectively within an organisation and how to map innovation opportunities. It will allow an engineering student to appreciate the impact of a product or process change / innovation on an organisation, considered from the perspective of the impact on the organisation, its strategy, resources, operations, and people and also the impact of the business environment or vice versa. Students will learn about the tools and techniques for developing ideas, how to develop partnerships across organisational boundaries and how to involve people and share knowledge. Case studies of successful innovations will be investigated to learn how they were developed and implemented.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Analyse the nature and importance of innovation to enterprise and view innovation as a management process.
LO2	Identify and evaluate innovation opportunities and the core capabilities for innovation within an organisation.
LO3	Evaluate the relationship between creativity and innovation in the development of a new product or process.
LO4	Analyse the management, IP and commercial perspectives in the design and development of a new product or process.
LO5	Define the role of knowledge based activities, relationships and networks in the development of a new product or process.
LO6	Critique the impact of product and process change driven by the business environment on implementation of an organisations strategy.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	

<b>Co-requisite Modules</b>
No Co-requisite modules listed
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>
No requirements listed
<b>Co-requisites</b>
No Co Requisites listed

**Module Content & Assessment**

**Indicative Content**

**Innovation**

Defining innovation. Types of innovation; disruptive, radical & incremental, business model innovation. Successful and unsuccessful innovations. Goals of innovation. Identifying and mapping innovation opportunities.

**Managing Innovation**

Innovation as a management process in the organisation. Process design and innovation. Quality circles and process improvement teams, TQM, ISO 9000 and EFQM. Business process re-engineering and supply chain.

**Corporate Creativity**

Creativity and invention. Sources of ideas. Systematic approaches to creativity.

**New Product Development**

New product development process. Managing the new product development team, organisational structures, cross-functional teams & key activities.

**Managing Technology and Knowledge**

Managing organisational knowledge. Strategic alliances and networks, open innovation. The role of technology transfer in innovation.

**Commercial Exploitation & Intellectual Property Rights**

Pathways to commercialisation. Intellectual property rights; patents, trademarks, copyright protection and licensing agreements.

**Strategy**

Defining Strategy. The Strategic Planning process. The Business Environment and Tools for Strategic Analysis. PEST, Ansoff, SWOT.

**Assessment Breakdown**

%

Course Work

100.00%

**Course Work**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Analysis and Presentation of Case Scenario Material	1,4,5	50.0	Week 6
Project	Developing an Innovation Strategy for a local based company	1,2,4,5,6	50.0	Sem End

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**The institute reserves the right to alter the nature and timings of assessment**

**Module Workload**

**Workload: Full Time**

<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	In class review of course material	2.0	Every Week	2.00
Tutorial	In class case discussion of business scenarios	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Self directed learning	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

**Workload: Part Time**

<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	In class review of course material	2.0	Every Week	2.00
Tutorial	In class case discussion of business scenarios	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Self directed learning	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Module Resources
<i>Recommended Book Resources</i>
<ul style="list-style-type: none"> <li>• John Tidd and Joe Bessant 2014, <i>Strategic Innovation Management</i>, 1st Ed., Wiley UK [ISBN: 9781118457238]</li> </ul>
<i>Supplementary Book Resources</i>
<ul style="list-style-type: none"> <li>• John Tidd and Joe Bessant 2013, <i>Managing Innovation</i>, 5th Ed., Wiley UK [ISBN: 9781118538593]</li> <li>• David O Sullivan &amp; Lawrence Dooley 2008, <i>Applying innovation</i>, Sage Publications USA</li> </ul>
<i>Recommended Article/Paper Resources</i>
<ul style="list-style-type: none"> <li>• Harvard Business Review 2006, <i>Proctor and Gamble; Inside Proctor and Gamble's New Model for Innovation</i>, Harvard Business Review, 10 [ISSN: R0603C]</li> </ul>
<i>This module does not have any other resources</i>

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
CR_EPIAI_9	<a href="#"><u>Certificate in Process Industries Advancements and Innovation</u></a>	2	Mandatory
CR_ECHBI_9	<a href="#"><u>Master of Engineering in Chemical and Biopharmaceutical Engineering</u></a>	2	Mandatory
CR_CENEN_9	<a href="#"><u>Master of Engineering in Civil Engineering (Environment and Energy)</u></a>	2	Elective
CR_EMBED_9	<a href="#"><u>Master of Engineering in Embedded Systems Engineering</u></a>	2	Mandatory
CR_EMENG_9	<a href="#"><u>Master of Engineering in Mechanical Engineering</u></a>	2	Elective
CR_CARCT_9	<a href="#"><u>Master of Science in Architectural Technical Design</u></a>	2	Elective
CR_DINAR_9	<a href="#"><u>Master of Science in Interior Architecture</u></a>	2	Elective
CR_CSTRU_9	<a href="#"><u>Masters of Engineering in Structural Engineering</u></a>	2	Elective
CR_CCOPM_9	<a href="#"><u>Masters of Science in Construction Project Management</u></a>	2	Elective
CR_CENVE_9	<a href="#"><u>Postgraduate Diploma in Civil Engineering (Environment and Energy)</u></a>	2	Elective
CR_EEMSE_9	<a href="#"><u>Postgraduate Diploma in Embedded Systems Engineering</u></a>	2	Mandatory
CR_CCNPM_9	<a href="#"><u>Postgraduate Diploma in Science in Construction Project Management</u></a>	2	Elective
CR_CSTRE_9	<a href="#"><u>Postgraduate Diploma in Structural Engineering</u></a>	2	Elective