


1	Course Name:	Innovation Management and New Product Development										Version Number:	VE1																																																																																																																																																																																										
	Course Code:	BM050-3-3										Effective Date:	01 Mar 2023																																																																																																																																																																																										
	Course Classification:	Major (Core)																																																																																																																																																																																																					
2	Synopsis:	<p>The subject innovation is at the forefront of economic and political debate about how to improve the competitiveness of firms. The reason for this is that research continues to show that innovative firms outperform their competitors.</p> <p>The module therefore addresses fundamental questions such as:</p> <p>How firms can best transform existing technology into successful new products?</p> <p>What organisational structures and systems are appropriate for innovation and new product development?</p> <p>Reasons for new product success and failure</p> <p>How the firm can use knowledge and creativity to develop successful new products?</p>																																																																																																																																																																																																					
3	Name(s) of Academic Staff:	<div>1</div> <div>Tajuddin A.Rashid</div> <div>2</div> <div>Dr. Tee Poh Kiong</div> <div>3</div> <div>Thenmozly Pandurengan</div>																																																																																																																																																																																																					
4	Semester and Year offered:	See Programme Specification (Module may be delivered on multiple programmes and therefore in different years/semesters)																																																																																																																																																																																																					
5	Credit Value:	3																																																																																																																																																																																																					
6	Pre-requisite/ co-requisite (if any):	Creativity and Innovation (BM006-3-2) and/or equivalent																																																																																																																																																																																																					
7	Course Learning Outcomes (CLO)	<div>  </div> <table border="1"> <tr> <td>CLO1</td> <td>Appraise the widely recognised attributes necessary for developing and successfully commercialising a new product (C5, PLO2)</td> </tr> <tr> <td>CLO2</td> <td>Propose ethical arguments and informed solutions to innovation management scenarios (A5, PLO11)</td> </tr> <tr> <td>CLO3</td> <td>Formulate innovation management and new product development techniques for launch planning, implementation and management (A4, PLO10)</td> </tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> </table>												CLO1	Appraise the widely recognised attributes necessary for developing and successfully commercialising a new product (C5, PLO2)	CLO2	Propose ethical arguments and informed solutions to innovation management scenarios (A5, PLO11)	CLO3	Formulate innovation management and new product development techniques for launch planning, implementation and management (A4, PLO10)																																																																																																																																																																																				
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9	<p>Transferable Skills (if applicable)</p> <p>(Skills learned in the course of study which can be useful and utilized in other settings)</p> <table border="1"> <tr> <td>1</td> <td>Cognitive skills</td> </tr> <tr> <td>2</td> <td>Ethics and Professionalism</td> </tr> <tr> <td>3</td> <td>Entrepreneurial Skills</td> </tr> <tr> <td colspan="2">Open-ended response (if any)</td> </tr> <tr> <td>4</td> <td></td> </tr> </table>													1	Cognitive skills	2	Ethics and Professionalism	3	Entrepreneurial Skills	Open-ended response (if any)		4																																																																																																																																																																																	
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10	<p>Distribution of Student Learning Time (SLT)</p> <p>Note: This SLT calculation is designed for home grown programme only.</p>																																																																																																																																																																																																						

Course Content Outline and Subtopics		CLO*	Learning and Teaching Activities**										Total SLT
			Face-to-Face (F2F)								NF2F Independent Learning (Asynchronous)		
			Physical				Online/ Technology-mediated (Synchronous)						
L	T	P	O	L	T	P	O						
1	Introduction of the Module and Topics	1	1									1	
2	Innovation Management - An Introduction The Importance of Innovation The Study of Innovation The Need to View Innovation in an Organisational Context Innovation as a Management Process Innovation Management - An Introduction The Importance of Innovation The Study of Innovation The Need to View Innovation in an Organisational Context	1	1									2	
3	Managing Innovation Within Firms Introduction to the Organisational Context of Innovation	1	1									2	
4	Theories About Organisations and Innovation The Dilemma of Innovation Management Managing Uncertainty Organisational Characteristics that Facilitate the Innovation Process Industrial Firms are Different: A Classification Organisational Structures and Innovation	1	1									2	
5	New Product Development Process Considerations When Developing a NPD Strategy NPD as a Strategy for Growth What is a New Product? Overview of New Product Development Theories Models of NPD	1	2									4	
6	New Product Development Product Strategy, by Gordon Oliver Capabilities, Networks and Platforms Strategy Contexts Environments Differentiation and Positioning Brand Strategy Market Entry	1	2									3	
7	Managing the New Product Development Team Importance of Viewing New Products as Projects The Key Activities that Need to be Managed NPD Across Different Industries Organisational Structures and the Use of Teams The Marketing & R&D Interface High Attrition Rate of New Product Projects Managing the New Product Development Team Importance of Viewing New Products as Projects The Key Activities that Need to be Managed	1	1									2	
8	The Role of Market Research in New Product Development Concept and Market Testing Managing the Launch of New Products How Market Research can Hinder the Development of New Products?	1	1									2	
9	R&D Investment and Growth Classifying R&D R&D Management and its Link with Business Strategy Which Businesses to Support and How? R&D Investment and Growth Classifying R&D R&D Management and its Link with Business Strategy Which Businesses to Support and How?	1	1									2	
10	Effective R&D Management The Changing Nature of R&D Management External Technology Acquisition Effective R&D Management The Link with the Product Innovation Process Funding R&D Projects Evaluating R&D	1	1									2	
11	The Role of Technology Transfer in Innovation Introduction to Technology Transfer Models of Technology Transfer Limitations with and Barriers to Technology Transfer Internal Organisational Factors and Inward Technology Transfer Developing a Receptive Environment for Technology Transfer Identifying External Technology: The Importance of Scanning and Networking Managing	1	1									2	
12	Managing Intellectual Properties	1	1									2	
13	Tutorial Discussions on Solutions to Innovation Management Secenarios	2	10									9	
14	Case Study :Managing Innovation Within Firm	3	6									7	
15	Case Study:New Product Development Process	3	6									7	
16	Case Study :Market Research	3	6									6	
17													
18													
19													
20													
SUB-TOTAL SLT:													97
			Face-to-Face (F2F)								NF2F		

Continuous Assessment		%	Physical	Online/ Technology-mediated (Synchronous)	Independent Learning for Assessment (Asynchronous)
1	Individual Component (1000 words)	20	1		4
2	Group Assignment (2500 words)	40	1		7
3					
4					
5					
SUB-TOTAL SLT:					13
Final Assessment		%	Face-to-Face (F2F)		NF2F Independent Learning for Assessment (Asynchronous)
			Physical	Online/ Technology-mediated (Synchronous)	
1	Group Proposal-Commercialisation of the Innovation (3000 words)	40	2		8
2					
3					
4					
5					
SUB-TOTAL SLT:					10
SLT for Assessment:					23
GRAND TOTAL SLT:					120
A	% SLT for F2F Physical Component: [Total F2F Physical / (Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]				38.33
B	% SLT for Online & Independent Learning Component: [(Total F2F Online + Total Independent Learning) / (Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]				61.67
C	% SLT for All Practical Component: [% F2F Physical Practical + % F2F Online Practical]				
C1	% SLT for F2F Physical Practical Component: [Total F2F Physical Practical / (Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]				
C2	% SLT for F2F Online Practical Component: [Total F2F Online Practical / (Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]				
<p>Please tick (v) if this course is Industrial Training/ Clinical Placement/ Practicum using 50% of Effective Learning Time (ELT)</p> <div style="border: 1px solid black; width: 100px; height: 20px; float: right;"></div>					
<p>Note:</p> <p>* Indicate the CLO based on the CLO's numbering in Item 8</p> <p>** For ODL programme: Courses with mandatory practical requirements imposed by the programme standards or any related standards can be exempted from complying to the minimum 80% ODL delivery rule in the SLT.</p>					
11	Identify special requirement or resources to deliver the course (e.g., software, nursery, computer lab, simulation room etc)	Lectures and tutorials for this module will be conducted in the classroom. The module will not require other special requirements.			

12	References (include required and further readings, and should be the most current)	Essential Reading: Trott, P. (2021) Innovation Management and New Product Development, 7th Edition, Pearson (ISBN-13: 978-1292251523)  Further Reading: Crawford, C.M. and Di Benedetto, C.A. (2020) New Products Management, 12th Edition, McGraw-Hill (ISBN-13: 978-1260575088)
13	Other additional information (if applicable)	None
Note: Number of PLO indicated is purely for illustration purposes only and the number is subjected to the curriculum design.		