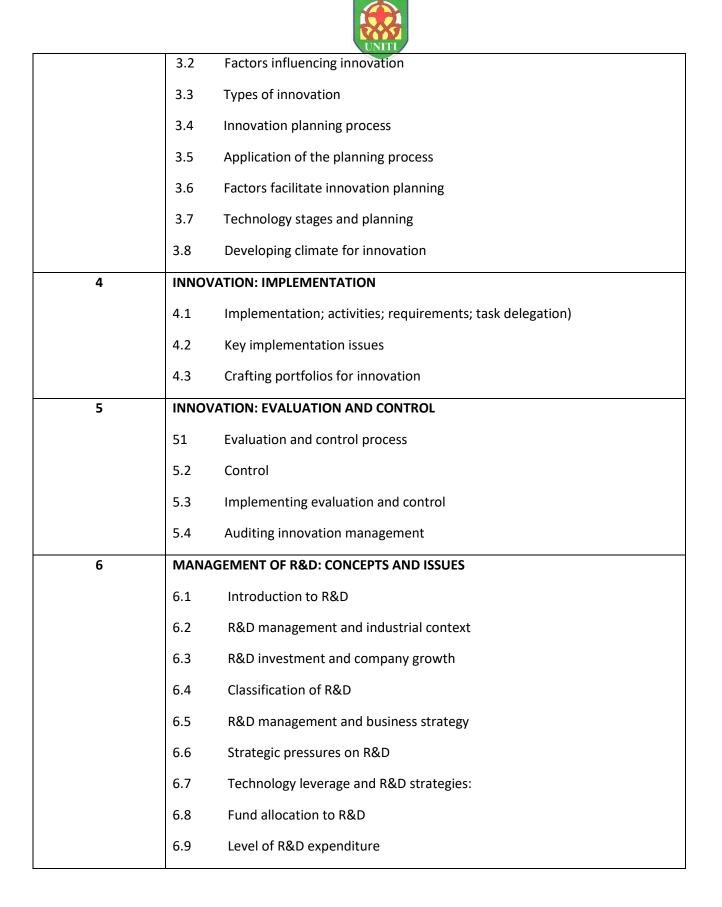


## FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Technology Management
COURSE NAME	COMMERCIAL LAW
COURSE CODE	DDWG 3173
CREDIT HOUR	3
SYNOPSIS	This course aims to extend the understanding of critical issues and conceptual frameworks involved in the management of R&D innovation and activities. It provides the skills of innovation management, R&D and new product development (NPD) activities at operational level.
COURSE STRUCTUR	lE
CHAPTER	TOPICS
1	INTRODUCTION
	1.1 Definition
	1.2 Importance of innovation
	1.3 The study of Innovation
	1.4 Innovation in an organizational context
	1.5 Models of innovation
	1.6 Innovation as management process
2	MANAGING INNOVATION WITHIN FIRMS
	2.1 Theories of organizations and innovation
	2.2 Managing uncertainty
	2.3 Organization characteristics that facilitate the innovation process
	2.4 Classification of industrial firms
	2.5 Organizational structure and innovation
	2.6 Individual role in innovation process
	2.7 Impact of IT systems on innovation
3	INNOVATION: PLANNING
	3.1 Planning





7	MANAGEMENT OF R&D: CONCEPTS AND ISSUES.
	7.1 Successful technology management
	7.2 Changing nature of R&D management
	7.3 Acquisition of external technology
	7.4 Effective R&D management
	7.5 R&D link with product innovation process
8	MANAGEMENT OF R&D: IMPLEMENTATION
	8.1 Balancing research portfolios
	8.2 Evaluating R&D projects
	8.3 Locating R&D activities
	8.4 Managing International R&D
	8.5 Managing research teams
	8.6 Evaluation and assessment of R&D
9	NEW PRODUCT DEVELOPMENT
	9.1 New product
	9.2 Overviews of NPD theories
	9.3 Models of NPD
	9.4 Innovation management and NPD
	9.5 Consideration in developing NPD strategy
	9.6 NPD as a strategy for growth
10	NEW PRODUCT DEVELOPMENT: PRODUCT AND BRAND STRATEGY
	10.1 Capabilities, networks and platforms
	10.2 Product planning, product strategy
	10.3 Competitive environment, differentiation and positioning
	10.4 Competing with other products, brand management, brand strategy,
	market entry
	10.5 Launch and continuing improvement
	10.6 Withdrawing products and managing mature products



11	NEW PRODUCT DEVELOPMENT: MANAGING NPD TEAMS
	11.1 Putting NPD as a project
	11.2 Key activities in NPD teams
	11.3 NPD across different industries
	11.4 Organizational structures and cross-functional teams
	11.5 Marketing / R&D Interface
	11.6 High attrition of new products
12	ORGANIZATIONAL LEARNING AND KNOWLEDGE MANAGEMENT
	12.1 Technology trajectories and dynamic capabilities
	12.2 The knowledge base of an organization
	12.3 The learning organization
	12.4 Combining commercial and technological strength
	12.5 Degree of innovativeness
	12.6 Technology strategy as link between innovation strategy and business
	Strategy
	12.7 Organizational learning
	12.8 Knowledge management in R&D department and teams
	12.9 The use of organizational learning and knowledge management
13	STRATEGIC ALLIANCES AND NETWORKS
	13.1 Definition
	13.2 Complementary capabilities and embedded technologies
	13.3 Forms of strategic alliances
	13.4 Motives for establishing an alliances
	13.5 Risk and limitations of strategic alliances
	13.6 Use of alliances in implementing technology strategy
References:	<ol> <li>Trott.P. (2017). Innovation management and New Product Development (6<sup>th</sup> Edition). Essex: Prentice hall Financial Times.</li> </ol>

