



MODULE HANDBOOK 2023 – 2024

Module Title: Innovation Process

Module Code: BM111-2-2

Year /Level: Level 2

Credits: 2

Co – requisite or pre-requisite module(s): Fundamental of Entrepreneurship

School: School of Business

Semester: 2

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1.0 Introduction

Welcome to Innovation Process

Most problems in the world are defined as "wicked problems" - hard to define and pin down. This module will build upon design thinking process by exploring the use of creative techniques/approaches, iteration, experimentation and reflection to provide novel solutions that impacts people and makes business sense. This module will also provide the knowledge required by the entrepreneurs/technopreneurs i.e. from customer discovery, to value proposition, competitive analysis, business model innovation, product development and financial resources required. This module aims to equip students with the ability to develop a business model for their ideas/innovations.

2.0 Module Team

Module Leader: Haslina Hashim (haslina.hashim@apu.edu.my)

Module Team – (If applicable, names and contact details)

(a) Dr. Beh Ching Yew (beh.chingyew@apu.edu.my)

3.0 Module Learning Outcomes

Upon successful completion of this module, you will be able to:

CLO 1	Construct a business model using relevant tools. (C3, PLO2)
CLO 2	Present a design prototype using innovation process. (A2, PLO10)
CLO 3	

4.0 How will I learn on this module?

(In this module, students will be required to attend classes for lectorial session (Lecture and Tutorial – 2 hours of meeting once in a week). Lectorial sessions will be in the form of discussion related to the topics covered for the module. Assessment for this module will be online quiz and group project. Students will be working individually for quiz but in teams to complete the project.

Learning Topics and Activities					
Week #	Weekly learning Outcomes	Topic Coverage	Hours	In class Learning Activities	Independent Learning Activities
1	Introduction & Overview	<ul style="list-style-type: none">✓ Most problems in the world are defined as "wicked problems" - hard to define and pin down.✓ Build upon design thinking process by exploring the use of creative techniques/approaches, iteration, experimentation, and reflection to provide novel solutions that impacts people and makes business sense.✓ Also provide the knowledge required by the entrepreneurs/technopreneurs i.e. from customer discovery,	Lecture: 1 hour Tutorial: 1 hour Independent Learning: 2 hours	Tutorial: Introduction & Overview	Further Readings to find out more about the topic from recommended reference book.

		<p>to value proposition, competitive analysis, business model innovation, product development and financial resources required.</p> <ul style="list-style-type: none"> ✓ To equip students with the ability to develop a business model for their ideas/innovations. 			
2	Creative problem solving & Idea generation techniques, part 1	<p>Understand the concepts on</p> <ul style="list-style-type: none"> ✓ Wicked problem ✓ Creative Problem Solving ✓ Idea generation techniques ✓ Mind-mapping ✓ Lotus blossom 	<p>Lecture: 1 hour Tutorial: 1 hour Independent Learning: 2 hours</p>	Tutorial: Concepts & theories of Innovation Process	Tutorials (homework assigned out to the students based on the lecture topic of the week)
3	Idea generation techniques, part 2	<p>Understand the concepts on</p> <ul style="list-style-type: none"> ✓ Idea generation techniques ✓ Concept Fan ✓ Fishbone ✓ SCAMPER ✓ Evaluate your ideas ✓ Storm draining 	<p>Lecture: 1 hour Tutorial: 1 hour Independent Learning: 4 hours</p>	Tutorial: Characteristics of Innovation Process	Tutorials (homework assigned out to the students based on the lecture topic of the week)
4	Types of prototyping	<p>Types of prototyping</p> <ul style="list-style-type: none"> ✓ Low fidelity ✓ High fidelity 	<p>Lecture: 1 hour Tutorial: 1 hour Independent Learning: 4 hours</p>	Tutorial: Concepts & theories of Innovation Process	Tutorials (homework assigned out to the students based on the lecture topic of the week)
5	Steps in testing prototypes	<ul style="list-style-type: none"> ✓ Steps in testing prototypes 	<p>Lecture: 1 hour Tutorial: 1 hour Independent Learning: 4 hours</p>	Tutorial: Characteristics of Innovation Process	Tutorials (homework assigned out to the students based on the lecture topic of the week)
6	Keep Iterating	<ul style="list-style-type: none"> ✓ Keep Iterating 	<p>Lecture: 1 hour Tutorial: 1 hour Independent</p>	Tutorial: Developing Innovation Process	Tutorials (homework assigned out to the students based on the

			Learning: 4 hours		lecture topic of the week)
7&8	Market Segmentation - Who is your customer?	<ul style="list-style-type: none"> ✓ Understand who your customer is ✓ Define market segmentation ✓ Understand the process of market segmentation and select the target market (Beachhead Market) ✓ Understand on how to build an End User Profile for Beachhead Market ✓ Estimate the Total Addressable Market (TAM) for Beachhead Market 	Lecture: 2 hours Tutorial: 2 hours Independent Learning: 3 hours	Tutorial: Design Thinking - Market Segmentation	Tutorials (find wicked & tame problem)
9	Market Access - What can you do for your customer?	<ul style="list-style-type: none"> ✓ Understand on full life cycle use case and high-level product specification ✓ Quantify the value proposition ✓ Define your core competencies ✓ Chart your competitive position ✓ Profile target customers using Persona concept 	Lecture: 2 hours Tutorial: 2 hours Independent Learning: 3 hours	Tutorial: Design Thinking - Market Access	Activity (conduct simple market research)
10	Market Access - How does your customer acquire your product?	<ul style="list-style-type: none"> ✓ Determine the Customer's Decision-Making Unit (DMU). ✓ Map the process to acquire a paying customer. ✓ Map the sales process to acquire a customer 	Lecture: 2 hours Tutorial: 2 hours Independent Learning: 3 hours	Tutorial: Relating Innovation Process & Pitching for Ideas	Tutorials (homework assigned out to the students based on the lecture topic of the week)
11	Business Model, part 1	<ul style="list-style-type: none"> ✓ Design a business model by using a tool such as Business Model Canvas ✓ Understand the value propositions, customer relationships, channels, and customer segments of the Business Model Canvas 	Lecture: 2 hours Tutorial: 2 hours Independent Learning: 3 hours	Tutorial: Pitching for Ideas Presentation for ideas of the project	Tutorials (homework assigned out to the students on deliver successful idea presentation)
12	Business Model, part 2	<ul style="list-style-type: none"> ✓ Understand the key activities, key partners, and key resources of the Business Model Canvas 	Lecture: 2 hours Tutorial: 2 hours Independent Learning: 3 hours	Tutorial: Pitching for Ideas Presentation for ideas of the project	Tutorials (homework assigned out to the students on deliver successful idea presentation)

13	Product Strategy - How do you make money off your product	<ul style="list-style-type: none"> ✓ Understand what a business model is ✓ Calculate the lifetime value of an acquired customer and cost of customer acquisition ✓ Understand what minimum viable business product (MVBP) is 	Lecture: 2 hours Tutorial: 2 hours Independent Learning: 3 hours	Tutorial: Pitching for Ideas Presentation for ideas of the project	Tutorials (homework assigned out to the students on deliver successful idea presentation)
14	Financial Strategy – Cost Structure	<ul style="list-style-type: none"> ✓ Financial concepts about revenue and cost 	Lecture: 2 hours Tutorial: 2 hours Independent Learning: 3 hours	Tutorial: Pitching for Ideas Presentation for ideas of the project	Tutorials (homework assigned out to the students on deliver successful idea presentation)

5.0 Attendance and Absence

Attendance for all formal teaching is compulsory. On some occasions, for instance illness, your absence may be unavoidable. All absences must be notified to the relevant lecturer or Office immediately. Please refer to your Programme Handbook for contact details. The University needs to satisfy itself that you are engaged in your studies and will monitor your attendance at regular intervals. This is a particular requirement for international students but applies equally to all students. Details of when and how this will be undertaken will be given to you at orientation briefing.

6.0 Learning Resources

Essential Readings:

- 1) Ney, S, Meinel, C, (2021), Putting Design Thinking to Work: : How Large Organizations Can Embrace Messy Institutions to Tackle Wicked Problems, Springer. ISBN: 9783030196097

Additional Reading

- 1) Smith, D. (2019) Exploring Innovation, McGraw-Hill: London. ISBN-13: 978-0077158392.
- 2) Trott, P. (2021) Innovation Management and New Product Development, 6th Edition, Prentice Hall Financial Times: Harlow, England. ISBN-13: 978-1292133423.

Further Readings: Nil

Key Journals: Nil

Special Requirement (e.g: software, nursery, computer lab, simulation room, etc): Nil

7.0 Assessments

This module is assessed by:

Assessment Summary						
Form of Assessment	Description	Duration [hour(s)]	Hand out Date	Hand in Date	Marks Allocation	CLOs Assessed
Final Assessment	Project	0	Week 1	Week 13	70%	2
Continuous Assessment	Assignment	0	Week 1	Week 10	30%	1

To pass a module, you must attempt every element of assessment and achieve at least 50% in the module overall.

If you fail to pass the module, you will be required to re-sit any assessment components for which you did not pass. Details on Regulation and Policies are available at <https://lms2.apiit.edu.my/course/view.php?id=750>

8.0 Submission and Feedback

How do I submit my assessments?

Each module will have a different set of assessments and submission dates/times as stated in Section 7 above. It is your responsibility to be aware of the deadlines and to meet them.

You must submit all pieces of assessment required for each module to Admin Services, or online through APU's official submission portal for electronic submissions, on or before the submission date for each piece of assessment. Failure to do so may result in failure of the module overall.

Failure to meet a deadline will be treated as a non-submission and a Grade Point 0 will be awarded for that component. The only exceptions to these rules apply where a valid claim for extenuating circumstances can be made and is approved.

There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control. APU has put in place a procedure for dealing with such extenuating circumstances. You can find more information in the Student Guide to Extenuating Circumstances which is available in the Regulations & Policies section on Moodle.

How do I get feedback on my work?

You will normally receive feedback on all assessments, other than examinations, within 20 working days following the date of submission.

APU aims to release feedback within set weeks so that you can have as much of your feedback at once making the process less stressful.

Feedback will vary between modules; however, you will receive feedback via the Coursework Submission and Feedback Form (CSFF) as a minimum. Feedback may also be received by forums, interviews, and individual feedback sessions. In the case of written coursework that is marked electronically, the lecturer will add commentary and feedback directly onto the electronic version of your written assignment, usually using a tool called GradeMark, which is integrated into Turnitin. You receive this feedback by going back to the same Turnitin link where you originally submitted your work and you will be able to view or download the feedback provided.

You will also be able to access your results via Moodle.

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How can I give feedback on the module?

You are welcome to discuss your views with your lecturer on the module at any time. Views may also be expressed through your Programme Leader or via Programme Committee Meetings (PCM). During the course of the module, you will be encouraged to fill in the anonymous evaluation questionnaires to assist the University in its monitoring and planning. Such questionnaires are important for the benefit of your fellow and future students. We would be grateful for your full and prompt co-operation in completing them in a constructive and objective way. You will be guided on how to access the Online Student Survey System at: <https://apiit.atlassian.net/l/c/6SKKy1V>.

Students who do not complete their student survey by the stipulated date indicated on their examination schedule (posted on the webspace) could find their results withheld until they complete their end semester survey.

9.0 Academic Integrity

This module requires that you demonstrate what you have learnt and that you have achieved the learning outcomes of the module. The University requires you to comply with the regulations on academic conduct. Academic misconduct includes but is not restricted to cheating in examinations, making - up data and plagiarism.

Plagiarism is the use of someone else's work (words, images, tables or ideas etc) without acknowledging the source. This includes materials from the internet as well as library books and the work of another person. Plagiarism is an assessment offence and any individual (who is suspected of plagiarism) will be referred to the University Academic Dishonesty Board. Please refer to Academic Dishonesty Policy at <https://lms2.apiit.edu.my/course/view.php?id=750> for further information.

10.0 Module Descriptor

The module descriptor for this module is available on Moodle