# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

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| Course | Master of Business Administration (University of London) |
| Module Title | Innovation and change |
| Module Syllabus No. (if any) | BAM310 |
| Syllabus / Content / Learning Outcomes | Many successful innovative organisations from start-ups to large established firms often have one thing in common - they are good at managing change to achieve sustainable competitive advantages in the form of new products and services or the way the organisation operates. Innovation thus plays a key part in the formation, development and growth of firms and innovation can involve combing knowledge from different parts of the world. The theories covered in this module can be applied globally. This module equips the participants with the knowledge and skills to manage innovation in today's rapidly evolving global marketplace.<br><br>Learning outcomes:<br>Upon successful completion of the module, students should be able to:<br>• Identify the core areas of technology innovation and understand the internal and external environments that foster innovation and strategic change including how these vary across the world<br>• Develop an in-depth understanding of the sources, processes and strategies of innovation<br>• Analyse the types of opportunities in an organisation's internal and external environment that enable innovation and strategic change<br>• Explain and analyse industry dynamics and organisational innovation and management processes in differing contexts<br>• Critically appraise the nature of innovation and understand the implications for how firms can engage in strategic change<br>• Evaluate how different technology strategies affect businesses and appraise the tools and methods used<br>• The ability to construct arguments based on the interpretation of quantitative data<br>• Effective written communication skills for formulating plans, strategies and outcomes<br>• Time management skills (including working under time pressure)<br>• Analytical, problem-solving and decision making skills in the area of innovation<br>• The ability to synthesise and use information and knowledge effectively to analyse organisational innovation<br>• Digital and information literacy skills<br>• Problem solving skills |
| No. of Teaching Hours | Contact Hours – Lectures, Seminars & online activity (22 x 3) = 66<br>Independent Preparation, pre-reading and analysis = 84<br>TOTAL = 150 |
| Teaching Methods | Lectures, tutorials, case-studies analysis, research journals and group discussion. |
| Assessment Methods and Weightages | One two-hour unseen written examination (70%)<br>One 2,000 words assignment (30%). |
| Skills for Maximising Learning Outcomes | Reading and research |
| Dates of Examinations, Major Assessments and Assignments | Please refer to www.london.ac.uk exam tables<br>June, August/September, December and February/March |
| Recommended Text | Joe Tidd and John Bessant, Managing Innovation: Integrating Technological, Market and Organisational Change, Wiley, 2016<br>Paul Trott, Innovation Management and New Product Development, Prentice Hall (Pearson), 2011 |

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| Lesson No. | Learning Outcome |
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| 1 | Introduction |
| 2 | Managing Innovation as a Process |
| 3 | Organising for Innovation |
| 4 | Creating Innovation Strategy |
| 5 | Sources and Network of Innovation |
| 6 | Innovation Decision and Planning |
| 7 | New Product and Service Development |
| 8 | Open Innovation and Alliances |
| 9 | Capture and Protect Innovation |
| 10 | New Venture, Entrepreneurship and Innovation Project Assessment |