

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business Enterprise and Innovation Awarded by Teesside University
Module Title	Innovation in Action
Module Syllabus No. (if any)	CSE3014-N
Content	This module is drawing on innovation management theories combined with contemporary technology management and linking them up to changes in the organisational environment and organisational structures. It will focus on developing knowledge and skills necessary for understanding innovation and innovation management problems in contemporary businesses, involving technology advancement and new markets generation.
No. of Teaching Hours	12 X3 hrs-36hrs
Teaching Methods	Lectures, workshop, presentations
Assessment Methods and Weightages	The module will be assessed by ICA: 3000 word critical essay (70%) on one of the selected innovation management topics and ECA: a 20 minute group presentation of a case study analysis (30%).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Managing innovation: integrating technological, market and organizational change9781118360637Tidd, Joseph 2013 - 5th ed
Additional Reference Texts (if any)	Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers9780062292988Moore, Geoffrey A. 2014 - 3rd ed.
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Be effective in professional and interpersonal communication in a wide range of situations.
2	Work effectively within a team.
3	Take responsibility for own learning using reflection and feedback.
4	Work with innovation management theory and models, arguing from competing perspectives and to recognise possibility of new concepts within existing knowledge framework.
5	Critically use appropriate innovation management models to seek new information.
6	Explore data and synthesise ideas to inform a choice of business solutions.
7	Incorporate personal responsibility and professional codes of conduct into a range of activities.
8	Critically use appropriate innovation management models to recognise limitations of the inquiry.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.