

Name : Innovation Management					
module/course code	Student workload	Credits (ECTS)	Semester	Frequency	Duration
IAB82003	510 (minutes/week)	4.53 ECTS	2	Even	1x per semester
	Types of courses :	Contact hours :		Independent study	Class size X students
	Face to face Independent study Structured Tasks	150 minutes/week		360 minutes / week	15 students
1	Prerequisites for participation : ---				
2	Learning outcomes : KK3.1 Able to analyze valid and important information and data about trends in socio-cultural and behavioral aspects of business organizations by utilizing quantitative analysis methods, data management, and diagnostic problem-solving skills for the decision-making process KK3.2 Able to evaluate leadership traits and behaviors that influence key stakeholders for the decision-making process KK3.3 Able to analyze the global competitive environment and changes in various business practices and implement relevant change management PP1 Mastering stakeholder theory, systems, decision making, change, value creation, innovation, social behavior, and organizational theory as well as business administration, business and corporate strategy, business ethics; PP2 Mastering cross-cultural theory in managing global business, human capital management, and value chain theoretical concepts; PP3 Mastering the theory of public policy, political economy, international business and business law				
3	Description : This course provides a comprehensive examination of innovation management theory and concepts and their practice in local as well as international contexts. Topics include several innovation management courses, namely, innovation processes and strategies, development of new products and services, innovation issues, innovation and intellectual rights, techno-entrepreneurship, managing and fostering innovation.				
4	Subject aims/Content : 1. preliminary 2. Innovation Process 3. Innovation Strategy & Competitive Response 4. New Product and Service Development 5. Global Innovation 6. Innovation Process and Adaptation Strategy 7. Relevant Types of Innovation, Future Technologies, and Adaptation Strategies 8. Innovation in Crisis: Experiences from the Covid-19 Pandemic in the MICE Industry 9. Variables that determine the rate of adoption of Innovation				

	10. Innovation Issues at National, Industry, Company and Project Levels 11. Informal Networks in Creating Innovation 12. Innovation and Intellectual Rights 13. Techno-entrepreneurship 14. Managing Innovation
5	Teaching methods: Lectures are held face-to-face by lecturers for (150 minutes) x 14 meetings
6	Assessment methods: 20% presentation 20% discussion Task 10% MID-TERM EXAM 25% FINAL-TERM EXAM 25%
7	Other information e.g. bibliographical references : 1. Main: <ul style="list-style-type: none"> a. Trott, Paul. (2017). Management and New Product Development. Sixth Edition, United Kingdom: Pearson Education Limited. b. Smith, David. (2010). Exploring Innovations. 2nd Ed. London: Mc.Graw-Hill Education (UK) Limited. 2. Supporter <ul style="list-style-type: none"> a. Tidd, Joe., Bessant, John (2009). Managing Innovation: Integrating Technological, Market and Organizational Change. 4th Ed, London: John Willey & Sons, Ltd. b. Afuah, Allan. (2009). Strategic Innovation: New Game Strategies for Competitive Advantage. 1st Ed Ney York:. Routledge. c. Stamm, Bettina von. (2008). Managing Innovation, Design and Creativity. 2nd Ed. John Willey & Son: United Kingdom. d. d. Hamson, Ned and Robert Holder. (2002). Global Innovations. 1st Ed. Willey company: United Kingdom.