

Managing Innovation and Creativity in Context

(a) Objectives

This course examines the activities, practices and competencies involved in managing innovation in firms, whether they are start-ups or established firms, and large or small. The course explores the approach to organize and manage innovation across the range of different types of innovation, whether product, services, technologies or business models. This course will provide students with a foundational knowledge of the key concepts and frameworks of innovation and creativity and an awareness of their practical application within organizations which is necessary for other practical and theoretical courses in the MSc in Entrepreneurship and Innovation programme.

(b) Outcomes

CLO 1. Explain the process of innovation and creativity in different contexts.

CLO 2. Discuss innovative mind set and distinct styles of thinking for innovation creation.

CLO 3. Analyze a variety of situations in developing and implementing innovation

CLO 4. Develop and effectively present ideas in a coherent and structured manner.

CLO 5 Compose an independent report that examines an innovation problem using appropriate language.

- **Course Code MGT-810**

- **Credit hours: 3CHrs**

- **Contents with proposed contact hours**

- Introduction to Managing Innovation in Context
- Content: What is innovation and creativity? Conceptual understanding of innovation and creativity
- Context (1): Developing a supportive innovation structure
- Context (2): Developing a supportive innovation culture
- Context (3): Developing a supportive innovation strategy
- Process (1) New product development: Product ideas

- Process (2) New product development: Product launch
 - Process (3) New product development: Best practices
 - Innovative thinking process: understanding different types of thinking styles
 - Developing Innovative Mindset: Practicing innovative, creative & critical thinking
 - Generating New Ideas & Innovations through Innovative mental models
 - Managing ideation and concept development process
 - Collaboration in innovation: Start-ups
 - Outcomes from innovation: Economy & society level
- **Recommended reading, including textbooks, reference books with dates**
 - Becoming a Critical Thinker (2021), S.Ivory,OUP
 - Dodgson, M., Gann, D.M. and Phillips, N. eds (2013), *The Oxford handbook of innovation management*. OUP Oxford.
 - Fagerberg, J., Mowery, D.C. and Nelson, R.R (2005), *The Oxford handbook of innovation*. Oxford university press.
 - **Nature of Assessments**
 - Class lectures, Projects, Guest speaker sessions, Case studies