

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 430		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Management of Innovation Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: Succeeding in today's economy requires businesses to be more innovative. This course will explore the principles for the management of innovation process, across several industries. Key foci will be on issues of leadership, strategy, resource allocation, performance metrics measurement, and incentive rewards and how they are impacted by organizational structure and culture.																			
Prerequisites (or NONE):		75 university-level credits including BUS 261.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td>30</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>15</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>45</td> </tr> </table>		Lecture hours	30	Seminars/tutorials/workshops	15	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	45	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Other contact hours:																			
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: December 15, 2017																	
Faculty Council approval		Date approved: December 8, 2017																	
Campus-Wide Consultation (CWC)		Date of posting: February 16, 2018																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: December 8, 2017																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 23, 2018																	

Learning Outcomes

Upon successful completion of this course, students will be able to:

- LO 1. Outline concepts and management processes that are critical to the successful application of management of innovation practices across industries,
- LO 2. Integrate innovation theory and practices into the business matrix,
- LO 3. Demonstrate that the undertaken innovation strategy is congruent with the business strategy,
- LO 4. Evaluate the valuation capture and creativity in an organizational setting,
- LO 5. Define innovation networks inside and outside the organization,
- LO 6. Analyze the metrics and rewards that are important in managing innovation and in reinforcing the correct organizational behavior,
- LO 7. Illustrate decision-making and problem-solving techniques when analyzing the implementation of innovation models and practices in a regional and global context.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Guest lecturers, presentations, lectures, problem-solving, discussions, and case analyses.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Trott, P.	Innovation Management and Product Development	<input checked="" type="checkbox"/>	Prentice-Hall	
2. Bessant, J. & Tidd, J.	Innovation and Entrepreneurship	<input checked="" type="checkbox"/>	Wiley Publishing	
3.		<input type="checkbox"/>		

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Microsoft Office suite.

Typical Evaluation Methods and Weighting

Final exam:	-	Assignments:	20%	Midterm exam:	25%	Practicum:	-
Quizzes/tests:	10%	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	15%	Final project:	30%	Other:	-	Total:	100%

Details (if necessary):**Typical Course Content and Topics****Module One:**

- Innovation theory and its application in different sectors
- Global innovation networks
- Economics and market adoption
- Managing innovation within firms
- Innovation and operations management
- Test #1: Critical Analysis (LO 1, 2)

Module Two:

- Managing intellectual property
- Managing organizational knowledge
- Strategic alliances and networks
- Management of research and development
- Managing R&D projects
- Open innovation and technology transfer
- Product and brand strategy
- Test #2: Critical Analysis (LO 2–4)
- Test #3: Critical Analysis (LO 3–5)
- Midterm exam (LO 1–5, 7)

Module Three:

- New product development
- Packaging and product design
- New service innovation
- Market research and its influence on new product development
- Final Project (LO 2, 5–7)