1. **Title of the module**

BUSN7240 (CB724) Managing Innovation in Contemporary Business

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA/BSc (Hons) Business & Management and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 demonstrate a systematic understanding of key aspects of innovation management in contemporary business and identify emerging issues and trends;

8.2 critically evaluate and apply established techniques of business analysis and enquiry to current and emerging business challenges;

8.3 identify, evaluate and discuss operational, technological, socio-economic and cultural drivers for innovation management and apply appropriate theories for strategic and operational responses;

8.4 assess the roles of external bodies such as government, trade associations and NGOs in the mitigation of business impacts from external ‘shocks’ to the socio-economic and technological environments in which businesses operate.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 demonstrate the initiative and research skills to evaluate and synthesise information at the forefront of the discipline, using material such as primary sources and current research;

9.2 demonstrate an ability to organise and present an analysis as a considered viewpoint, including the ability to apply critical thinking to a range of competing theories and frameworks;

9.3 communicate complex information, ideas and solutions at an appropriate level for the audience;

9.4 demonstrate initiative and personal responsibility in working and studying independently.

1. **A synopsis of the curriculum**

This module is designed to expose students to contemporary business innovation management issues and the strategic and operational choices that businesses have to make when dealing with them. This module will explore the historical context, current perspective and emerging issues for contemporary businesses, including the challenges, opportunities and threats they face. External speakers will be invited to address the students on specific issues of relevance to their businesses. Indicative topics of the module are:

* Disruption
* The role of innovation in the creation of sustainable business models
* Open and User innovation
* Managing the risks of innovation
* Digital innovation

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Cottrell, S. (2011). *Critical Thinking Skills: Developing Effective Analysis and Argument*. Basingstoke: Palgrave McMillan

Flowers, S., Meyer, M., Kuusisto, J. (2017) *Capturing the Innovation Opportunity Space*, London: Edward Elgar

Schwab, K (2016) *The Fourth Industrial Revolution*, London: Portfolio Penguin.

Sheffi, Y. (2005). *The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage*. London: MIT Press

Taleb, N. (2010). *The Black Swan: The impact of the highly improbable*. London: Penguin

Tidd, J., Bessant, J (2013) *Managing Innovation: Integrating Technological, Market and Organizational Change*, Chichester: John Wiley

Von Hippel, E (2016) *Free Innovation*, London: MIT Press

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Individual Executive Brief – 1500 words (30%)

Individual Essay – 3500 words (70%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Lectures | **X** |  | **X** | **X** |  |  |  |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Individual executive brief – 1500 words |  |  | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual essay – 3500 words | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Internationalisation is a core feature of this module. It is anticipated that the business problems to which students are expected to provide solutions will be international in nature and require students to work in ways that naturally fall across national boundaries. It is also anticipated that subject specialists will guide students to take an international perspective with their group work and proposed solutions.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 30/11/19 | Major | Sep 2020 | 1, 8, 10, 14 | No |
|  |  |  |  |  |