1. KentVision Code and title of the module

BUSN9027: Innovation Management and New Product Development

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

15 credit (7.5 ECTS)

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

Autumn

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

MSc Marketing

MSc Marketing with an Industrial Placement

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

8.1 Demonstrate knowledge and understating of the nature of sustainable innovation and be able to identify the relevance and potential for sustainable innovation in value-creating, consumer-driven businesses.

8.2 Understand and execute the crucial tasks in New Product Development from idea generation to commercialisation.

8.3 Understand the firm-internal perspective and context of innovation, including the formulation of and decision for innovation strategies, organisational structures and designs for innovation, creativity and performance within innovation teams, cooperation between R&D and marketing in the new product development process, champions and promoters of innovation, the management of radical innovation and the measurement of innovation performance.

8.4 Apply appropriate (qualitative and quantitative) data analysis techniques to critically evaluate business’ innovation performance and generate ideas for improving innovation performance.

8.5 Demonstrate critical awareness of the key tools and techniques for mapping innovation, where to find information on leading edge approaches and have the ability to critically evaluate, select and systematically apply these in actual business situations.

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

9.1 Reflect on their own skills, knowledge and practice, and to ensure their own continuing self-development.

9.2 Communicate effectively to a variety of audiences and/or using a variety of methods.

9.3 Develop research, analytical, evaluative and critical thinking skills.

## A synopsis of the curriculum

This module advances students’ knowledge on core innovation management theories and new product development practice. It is based around understanding of the nature of sustainable innovation and ability to identify the relevance and potential for sustainable innovation in value-creating, consumer-driven businesses. Indicative topics may include:

a) Innovation Management (e.g. innovation typologies / degrees of innovation, models of innovation and innovation management),

b) Innovation Systems (e.g. people, leadership and organisation structures for innovation),

c) Innovation Performance (e.g. determining how innovative an organisation is),

d) New Product Development (e.g. how to define and quickly implement concepts for new products, services and processes)

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Individual Report 1 (1000 words) (20%)

Individual Report 2 (3000 words) (80%)

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Learning/teaching method** |  |  |  |  |  |  |  |  |
| *Private Study* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Lectures* | **x** | **x** | **x** | **x** | **x** |  |  | **x** |
| *Seminars* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Individual Report 1* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Individual Report 2* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

## Inclusive module design

The Division 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

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

Internationalisation is embedded in the fabric and direction of the module in more than one ways. Management of innovations is inherently international, the textbook is a global edition with multiple international case studies, and students exercise in their assignment thinking and applications which are based on their diverse origins, suggestions and experiences.

**DIVISIONAL USE ONLY**

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

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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