

New Product Development and Innovation

BMAN 20821

Credit rating 10

Unit coordinator: Gerald Chan

Alliance Manchester Business School

Undergraduate

Level 2

Course unit overview

- *The Innovating Firm in its Environment
- *The Nature of the Innovation Process
- *Models of Innovation
- *Organisation of R&D
- *Innovation and Strategy
- *Technological standards and rivalry
- *Time-to-Market
- *Technology and Innovation Strategy tools
- *The Innovative Organisation

Aims

This course is concerned with the strategic management of developing and acquiring technology in the modern business organisation for the development of new products. The course deals with:

- *The issues involved in managing product innovation and managing the medium-term and long-term development of technology in firms;
- *The ways in which business strategies and technological competencies interact in the firm;
- *Concepts and 'tools' needed to analyse firms innovation and technology strategies.

Learning outcomes

On completion of this course, students should:

- *Understand the nature of innovation and innovation processes
- *Understand the issues involved in managing new product innovation and the development of technology in firms and the ways in which business strategies and technological competencies interact;
- *Appreciate the range of frameworks, and the strengths and weaknesses of them, that are used in analyses of the strategic management of technology.
- *Have an appreciation of the concepts and "tools" needed to analyse firms' innovation and technology strategies
- *Develop through practice the essential generic skills of: academic writing (including referencing); seminar presentation; group working; interactive group discussion; how to access business information and databases to identify material about firms' technology and other strategies, how to use this material, using research-based concepts, to analyse a firm's strategies of developing new products and technologies.

Teaching and learning methods

Methods of delivery: Lectures & Seminars

Lecture hours: 12 (2 hours per week in weeks 1 and 11; 1 hour per week in weeks 2 to 10). Seminar hours: 8 (1 hour in week 2 to 5 and 7 to 10, following the 1 hour lecture)

Private study: 80

Total study hours: 100

Total study hours: 100 hours split between lectures, classes, self study and preparation for classes, coursework and examinations.

Informal Contact Methods

- Office Hours
- By appointment by email

Assessment methods

1 x 2000 word individual essay (75%) and 1 group essay of 1000 to 1200 max word (25%)

Feedback methods

- Informal advice and discussion during a lecture, seminar, workshop or lab.
- Responses to student emails and questions from a member of staff including feedback provided to a group via an online discussion forum.
- Specific course related feedback sessions.
- Written and/or verbal comments on assessed or non-assessed coursework.
- Written and/or verbal comments after students have given a group or individual presentation.
- Generic feedback posted on Blackboard regarding overall examination performance.

Requisites

Pre-requisites: N/A

Co-requisites: N/A

Dependent courses: N/A

Recommended reading

Tidd, J. and Bessant, J., *Managing Innovation: Integrating Technological, Market and Organisational Change*, Wiley, Sixth Edition, 2021.

Scheduled activity hours

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| Lectures | 12 |
| Seminars | 8 |

Independent study hours 80 hours

Additional notes

Programme Restrictions: Available as a free choice option to students who have received prior agreement from their registering School. Not available to BSc in Management/Management (Specialism), IMABS, IM and ITMB.

BMAN20821 is available to study abroad and exchange students admitted through the University of Manchester's International Programmes Office.

Timetable <https://ug handbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Teachingtimetables.aspx>

For Academic Year

Updated:

Approved by: