

# ***New Product Development and Innovation***

***BMAN 20821***

**Credit rating 10**

**Unit coordinator:** Silvia Massini

***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 & Seminar

Lecture hours: 20 (2 hours per week, week 1- 11) 1 hour asynchronous and 1 hour synchronous in small groups.

Seminar hours: 4 (1 hour in week 7 to 10, following the 1 hour lecture)

Private study: 76

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, 2018.

### **Scheduled activity hours**

Lectures	20
Seminars	4

### **Independent study hours**

76 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://ughandbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Teachingtimetables.aspx>

For Academic Year

Updated:

Approved by: