

Module Title Management Of Innovation	Reference BS3131 SCQF SCQF Level 9 SCQF Points 15 ECTS Points 7.5 Created May 2002 Approved July 2013 Amended August 2013 Version No. 3
Keywords Innovation; New Product Development; Project Proposal; Intellectual Property; Planning.	

Prerequisites for Module

BS1225 Marketing, or equivalent, in addition to SCQF Level 9 entry requirements or equivalent.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To provide students with an understanding of the need for new product development, and management of that process, as a source of competitive advantage.

Learning Outcomes for Module

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Lectures	24
Tutorials/Seminars	12
Surgery	0
Assessment	2

Directed Study

Directed Study	24
Directed Reading	24

Private Study

Private study	64
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Mode of Delivery

This module is a lecture based course supplemented with seminars. Lectures provide the core course content. Seminars develop the associated higher level skills and practice.

Assessment Plan

On completion of this module, students are expected to be able to:

1. Assess the contribution of new product development to business development within the context of business planning.
2. Critically evaluate recent new product development theory and practice.
3. Explain the recognised structures and principles needed to manage the new product development process today.
4. Evaluate the role of technology transfer in business today

Indicative Module Content

The nature and need for new product development. Invention, innovation and economic evolution. Recent theory of product development; models; the process and its management; factors for success and failure. Writing a new product proposal. Project management. Intellectual property.

	Learning Outcomes Assessed
Component 1	1,2,3,4

Closed book examination

Indicative Bibliography

1. BESSANT, J. and TIDD, J., 2011. *Innovation and entrepreneurship*. 2nd ed. Chichester; Wiley.
2. TROTT, P., 2012. *Innovation management and new product development*. 5th ed. Harlow: Pearson Education.