

MODULE SPECIFICATION PROFORMA

|                      |                              |               |   |                      |    |
|----------------------|------------------------------|---------------|---|----------------------|----|
| <b>Module Title:</b> | Innovation Commercialisation | <b>Level:</b> | 5 | <b>Credit Value:</b> | 20 |
|----------------------|------------------------------|---------------|---|----------------------|----|

|                     |        |                                  |                                       |     |
|---------------------|--------|----------------------------------|---------------------------------------|-----|
| <b>Module code:</b> | BUS569 | <b>Is this a new module?</b> Yes | <b>Code of module being replaced:</b> | N/A |
|---------------------|--------|----------------------------------|---------------------------------------|-----|

|                     |      |                    |      |
|---------------------|------|--------------------|------|
| <b>Cost Centre:</b> | GAMG | <b>JACS3 code:</b> | N212 |
|---------------------|------|--------------------|------|

|   |   |                          |              |
|---|---|--------------------------|--------------|
| <b>Trimester(s) in which to be offered:</b> | 2 | <b>With effect from:</b> | September 18 |
|---|---|--------------------------|--------------|

|                |          |                       |           |
|----------------|----------|-----------------------|-----------|
| <b>School:</b> | Business | <b>Module Leader:</b> | Anna SUNG |
|----------------|----------|-----------------------|-----------|

|                                       |        |
|---------------------------------------|--------|
| Scheduled learning and teaching hours | 30hrs  |
| Guided independent study              | 170hrs |
| Placement                             | 0hrs   |
| <b>Module duration (total hours)</b>  | 200hrs |

| <b>Programme(s) in which to be offered</b>     | Core                                | Option                   |
|--|-------------------------------------|--------------------------|
| BA (Hons) Retail Management                    | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BSc (Hons) Computer Game Design and Enterprise | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

|                       |
|-----------------------|
| <b>Pre-requisites</b> |
| None                  |

Office use only

Initial approval February 17

APSC approval of modification July 18

Have any derogations received SQC approval?

Version 2

N/A

**Module Aims**

To provide an environment which encourages the entrepreneurial aspirations of students to undertake research and commercialise innovative products and services by providing an insight into a range of tools, frameworks and mechanisms that support the process of effective innovation commercialization.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

| At the end of this module, students will be able to |  | Key Skills |           |
|---|--|------------|-----------|
| 1   | Identify the business value of innovation and manage an innovation project.                                      | KS1        | KS4       |
|   |  | KS2        | KS5       |
|   |  | KS3        | KS6       |
| 2   | Plan, implement, and control the marketing research activities of an innovation project at an operational level. | KS1        | KS4       |
|   |  | KS2        | KS5       |
|   |  | KS3        | KS6, KS10 |
| 3   | Recognise the implications of cost, price and quality during the innovation commercialization.                   | KS1        | KS4       |
|   |  | KS2        | KS5       |
|   |  | KS3        | KS6, KS10 |
| 4   | Design, evaluate and implement different operational plans to commercialise innovation project.                  | KS1        | KS4       |
|   |  | KS2        | KS5       |
|   |  | KS3        | KS6, KS10 |

**Derogations**

N/A

**Assessment:**

Assessments 1 requests students to prepare an individual report that identifies the value of their proposed innovations and applies marketing analysis to position their innovations. A key component of the assessment will be the interpretation and insight gained from conducting the analysis.

Assessments 2 requests students to prepare an individual report that applies financial analysis to prepare budgets for their innovations and suggests operational plans. A key component of the assessment will be the interpretation and insight gained from conducting the analysis.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration (if exam) | Word count (or equivalent if appropriate) |
|-------------------|-----------------------------|--------------------|---------------|--------------------|---|
| 1                 | 1,2                         | Report             | 50%           |                    | 2000                                      |
| 2                 | 3,4                         | Report             | 50%           |                    | 2000                                      |

**Learning and Teaching Strategies:**

According to the learning outcomes, lectures will allow concepts, theories and principles to be outlined. Tutorials and activity-based sessions will provide further use of real world business examples in applying relevant concepts, theories and principles into practice. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

**Syllabus outline:**

1. Innovation and business value
2. Commercialisation and project management
3. Research and market analysis for new project
4. Market evaluation for new project
5. Concepts of cost, price, value and quality
6. Cash flow forecasting and budgeting for new project
7. Intellectual property
8. Outsourcing

**Bibliography:**

**Essential reading**

**Textbooks**

Cagan, J. and Vogel, C. (2012) *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation*, 2nd edition, Harlow: Financial Times Prentice Hall.

**Other indicative reading**

**Textbooks**

Cooper, R. (2011) *Winning at New Products, Creating Value Through Innovation*, 4th Edition., New York: Basic Books.

Kahn, K. (2012) *The PDMA Handbook of New Product Development*, 3<sup>rd</sup> edition, Chichester: Wiley.

Atrill, P. (2012) *Financial Management for Decision Makers*, 6<sup>th</sup> edition, Harlow: Financial Times Prentice Hall.

Kono, T. and Lynn, L. (2007) *Strategic New Product Development for the Global Economy*, New York: Palgrave Macmillan.

Trott, P. (2016) *Innovation Management and New Product Development*, 6<sup>th</sup> edition, Harlow: Pearson Education.

**Journals**

Harvard Business Review

MIS Quarterly

International Journal of Innovation Management

International Journal of Business Innovation and Research

**Websites**

[www.innovationexcellence.com](http://www.innovationexcellence.com)

[www.pdma.org](http://www.pdma.org) – Product Development and Management Association