

BUS360e Product/Service Innovation & Design

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Business Product and service innovations are essential for competitive advantage in a world where product and service life cycles are becoming shorter. This course aims to teach students how to generate new products and service ideas that are innovative, and coordinate the capabilities to implement those ideas.

Topics:

- Innovation Management
- Managing Innovation within Firms
- Innovation Management & Operations Management
- Managing Intellectual Property
- New Product Development
- Managing New Product Development
- New Service Development
- Market Research
- Managing Organisation Knowledge
- Strategic Alliances and Networks
- Research & Development Management
- Managing R&D Projects & Technology Transfer

Textbooks:

Trott, P (2017): Innovation Management and New Product Development Pearson
ISBN-13: 9781292170695-AA

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ISBN-13: 9781292170695

Learning Outcome:

- Explain the role of new product / service management in the process of innovation.
- Examine corporate strategy, operational realities, market requirements and new products/service strategy.
- Appraise the value of Intellectual Property management and the alternate strategies to stay competitive.
- Construct the steps in the new product development process and illustrate how to manage this process.
- Analyse the new service development process.
- Inspect the impact of market research on new service development.
- Formulate the strategies for managing organisation knowledge.
- Critique the firm's need for strategic alliances.
- Evaluate the role of R&D and technology transfer in the design of innovative products and services.
- Apply the essential knowledge and interpersonal skills to work effectively in a team.
- Demonstrate written proficiency.
- Practice making oral presentations in class and on recorded video in areas related to Product/Service Innovation & Design.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PARTICIPATION	6
PRE-COURSE QUIZ	2
GROUP BASED ASSIGNMENT	38
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**