



BBA Program
Business Administration Department
Faculty of Management Sciences
Prince of Songkla University
Semester 1/2020

Course Title: 472-461 Innovation Management

Pre-requisite course: None

Timetable: TBA

Classroom: Online

Lecturer: Aj. Thitiporn Na Nakorn

Lecturer Contact Detail: Office G.213; thitiporn.nnk@gmail.com; or direct message on the course's LMS

Mid-Term Exam: TBA

Final Exam: TBA

1. Course Description

Concepts of innovation and creativity; setting a strategy for innovation and creativity; human resource management, organizing structure, and culture to create innovation in the organization; knowledge management and learning to develop innovative products.

2. Main Reference

Trott, P. 2017. *Innovation Management and New Product Development*. (6th ed.). Pearson.

3. Course Objectives

- To understand the concepts of innovation and creativity.
- To know how to set and create business strategies for innovation and creativity.
- To learn how to design human resource management, organizational structure and culture for innovation and creativity.
- To realize the importance of knowledge management and learn the processes to develop innovative products.

4. Course Requirements

All students are required to attend no less than 80% of the lecture. The students will not be allowed to sit in the exam if his/her attendance is less than 80% during the course. As well, the students are expected to participate well in the in-class activities such as discussions, presentations, and so forth. Importantly, all students must submit their assignments on time as assigned, otherwise; 20% of the total score will be deducted.

5. Class Plan: 15 weeks

Week	Topics	Content	Methods/Assignments	Lecturer(s)
1	Introduction	Explaining an introduction of innovation and creativity.	Lecture and discussion	Aj. Thitiporn
2	Innovation and entrepreneurship	Defining entrepreneurship and explaining the relationship between innovation and entrepreneurship.	Lecture and discussion	Aj. Thitiporn
3	Market adoption and technology diffusion	Describing the consumption patterns and innovative new products.	Lecture and discussion	Aj. Thitiporn
4	Managing innovation within the firms	Understanding how organizations adapt internally to align with innovation management.	Lecture and discussion <u>Assignment 1:</u> Individual essay (600 words) on the topic of “What kinds of organizations that would foster innovative and creative ideas among organizational members to improve their capacity for innovation?”. (30%)	Aj. Thitiporn
5	Managing innovation within the firms (Con’t)	Learning management tools for innovations.	Lecture and discussion Case study: Google	Aj. Thitiporn
6	Managing organizational knowledge	Learning the importance of knowledge management and how to acquire new knowledge?	Lecture and discussion	Aj. Thitiporn

7	Management of research and development	Learning what is research and development and why it matters to the firms.	Lecture and discussion	Aj. Thitiporn
8	Business models	Learning what is a business model.	Lecture and discussion	Aj. Thitiporn
9	Business models (Con't)	Understanding different types of business models.	Lecture and discussion	Aj. Thitiporn
10	Product and brand strategy	Understanding the importance of product and brand strategy.	Lecture and discussion	Aj. Thitiporn
11	Managing the new product development process	Learning how to effectively manage the process to develop new products.	Lecture and discussion	Aj. Thitiporn
12	Group presentation	Presentation class	Group presentation	Aj. Thitiporn
13	Group presentation	Presentation class	Group presentation	Aj. Thitiporn
14	Group presentation	Presentation class	Group presentation	Aj. Thitiporn
15	Group presentation	Presentation class	Group presentation	Aj. Thitiporn

6. Assignments

Assignment 1: Individual essay (600 words) on the topic of “What kinds of organizations that would foster innovative and creative ideas among organizational members to improve their capacity for innovation?”. (30%)

Assignment 2: Group presentations (30%) – topic will be announced on a later date.

To note: The assessment for students' attendance is 10% and in-class participation is 30% throughout the semester.

7. Rubric Assessment

Criteria:	Exemplary (80%-100%)	Satisfactory (60% - 79%)	Pass (50%-59%)	Fail (Below 50%)
Organisation and Structure (25)	Each item is well organized. Complete and correct. The presentation is structured and well plan. The transition is smooth.	Each item is organized there is a few minor errors. The presentation is structured with a minimum mistake. The transition is smooth.	Most items are organized Most work is complete with several minor errors. The presentation is structured with a minimum mistake. The transition is smooth.	Most items are not organized. Work is incomplete with many errors. The presentation consists with many mistakes and not smooth out.
Contents and Message (35)	Message selected to present match with the audience perfectly. The content was completed and reasonable.	Message selected to present match with the audience. The content was somehow completed.	Message selected to present match with the audience only part of it. The content was not completed and not reasonable.	Most of the message was not match with the audience. The content was not questionable and unclear.
Time Management (10)	Use time effectively and be able to end the presentation within time scope exactly.	Use time effectively and be able to manage the presentation within frame.	Use time almost effective and almost end the presentation on time.	Manage time ineffective at all. Need to practice more or learn to manage time when presenting.
Presenter(s) Style and Flow (30)	Movements are fluid. Holds audience attention and communicate at all time. Good use of tone and voice and time interval to interest the audience. Displays self-confident, relax, and no tensions when presenting.	Movements, gestures, and eyes contact are used at all time. Use of tone and voice and time interval with few mistakes. Make minor mistakes, but quickly recovers from them, still self-confident, relax, and no tensions when presenting.	Medium movement or gesture or eyes contact with audience. Use of tone and voice and time interval with many mistakes. Show some tension while presenting but quickly recovers from them, still self-confident, relax.	Little movement or gesture or eyes contact with audience. Use of tone and voice and time interval with many mistakes. Show much tension and has trouble recovering from mistakes. Don't have much confident when presenting.

8. Grade

Grade	A	B+	B	C+	C	D+	D	E
Score	80+	79-75	69-65	64-60	64-60	59-55	54-50	49-0

9. A chance of inviting a guest speaker or a field trip

Yes, topic(s)

No