Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

Module name	Technology and Innovation Management
Module code	BM2100
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	5

MODULE SUMMARY

Module outline and aims

Technological innovation is at the heart of the success of companies in many industries, be they high-tech such as Google and SpaceX or operating in traditional sectors that are reshaped by the advances in technology - such as automotive or finance. Many companies rely on new products for a significant proportion of their sales and profits, and in many industries these new products are made possible by the companies' ability to effectively manage scientific and technological advances in a range of fields such as digital, life sciences and materials.

The aim of this module is to provide you with the analytical tools and skills necessary to address the key issues in the management of technology and innovation - including organizational and market factors. These are crucial skills for any manager in today's technology driven economy.

Content outline

The module will cover the key issues in the management of technological innovation. Key topics will include:

- What is innovation and what are the main types of innovation
- Broad patterns of technological evolution and the relationships between science, technology and markets
- Sources of innovation

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- Innovation networks and open innovation
- Organizing for innovation
- Profiting from innovation

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

Pre-requisites

There are no strict prerequisites, although you might find knowledge of key concepts in organizational behaviour and strategy useful.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Recognize the key factors that drive the impact of technological evolution on a firm's competitive position
- Describe the different sources of technological innovation
- Describe the key organizational processes connected to successful innovation

Skills:

- Diagnose the opportunities and challenges that technological evolution offers to organizations
- Evaluate the suitability of alternative modes to profit from technological innovation, including organizational factors
- Integrate market, technological and organizational considerations in evaluating possible innovations

Values and attitudes:

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- Demonstrate an appreciation of the complex interactions between technology, markets and organizational processes in successful innovation
- Demonstrate an appreciation of the risks and uncertainty involved in innovation, for both the firms undertaking it and society
- Demonstrate an appreciation of ethical issues involved in technological innovation.

HOW WILL I LEARN?

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples, cases and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

Key learning and teaching resources will be put on Moodle, and further material will be available through the textbook's associated website.

In the independent study time you are encouraged to read widely and in depth around the topics discussed in the lectures. You may also spend time working through sample exercises and questions.

In addition you will be preparing and undertaking your group coursework assignments and preparing for your final examination.

Teaching pattern:

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	22	128		150

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Totals		22	128		150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

This module is assessed by Coursework and Examination.

Coursework will be in the form of a written group assignment. The coursework will be an opportunity for you to apply the knowledge gained in the module to a specific problem connected to technology-based innovation. For instance, you might be asked to examine how developments in a specific technology have changed or will change a specific industry, or what a particular company might want to do to take up the opportunities and address the challenges posed by advances in a specific technology. The coursework aims to help you develop the substantive knowledge of the module, as well as your ability to work in group and present your conclusions in written form effectively. The specific assignment for the coursework might change from year to reflect the changing landscape.

At the end of the module you will sit one final 135 minute exam during the University exam period.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?	
Coursework	Written assignment,	30%	40	N/A	

Study Abroad Programme

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	including essay			
Final Exam	Written exam	70%	40	N/A

Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

The handbook for the module is:

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Tidd, J. & Bessant, J. (2013) *Managing innovation: Integrating technological, managerial organizational change*, 5th edition, Chichester: Wiley

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