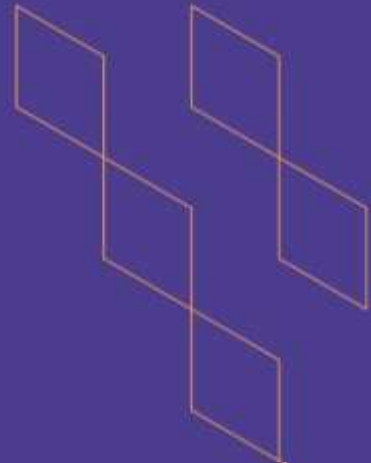




T-104  
2022

## Course Specification



Course Title: - Innovation Management
Course Code: BA3403
Program: <b>Bachelor</b>
Department: <b>Business</b>
College: <b>Business</b>
Institution: <b>Umm Al-Qura University</b>
Version: <b>2</b>
Last Revision Date: 5/2/2023



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No	List of Topics	Con Ho
1	<b>Innovation: What It is and Why It matters</b>	
2	<b>Digital is different</b>	
3	<b>Innovation as a core business process</b>	
3	<b>Developing an innovation strategy</b>	
5	<b>Building the innovation organization</b>	
6	<b>Source of Innovation</b>	
7	<b>Search strategies for innovation</b>	
8	<b>Innovation networks</b>	
9	<b>Dealing with uncertainty</b>	
10	<b>Creating new products and services</b>	
11	<b>Exploiting open innovation and collaboration</b>	
12	<b>Capturing the business value of innovation</b>	



13	Capturing learning for innovation		
<b>Total</b>			
Student Assessment Activities			
		6	
#	Assessment task*	Week Due	Percentage of Assessment
1	Required Reading Reflection	2	10 %
2	Exercises	3/5	10 %
3	Case Analysis	4	15 %
4	Innovative Ideas Pitch	6	15 %
5	Building Innovation strategy Presentation	10	10 %
6	Final Exam	13	40 %
*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)			
E. Learning Resources and Facilities			
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Error! Reference source not found.		<b>Error! Bookma rk not defined.</b>	
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## A. General information about the course:

Course Identification	
1. Credit hours:	4 hours
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: level 8	
4. Course general Description Innovation management course provides participants the conceptual, theoretical and practical aspects of innovation. A variety of critical subjects will be delivered to students such as digitalization, strategy, risks, uncertainty and networking.	
5. Pre-requirements for this course (if any): BA2401 BA2402	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<ul style="list-style-type: none"> <li>- Learning and understanding the conceptual and theoretical subjects of innovation management.</li> <li>- Preparing students to be high-skilled at practicing innovation on the individual and organizational levels.</li> </ul>	

### 1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	32	80%
2.	E-learning	8	20%
3.	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		
4.	Distance learning		





## 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	40
2.	Laboratory/Studio	10
3.	Field	0
4.	Tutorial	0
5.	Others (specify) E- learning	
	<b>Total</b>	<b>50</b>

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identify and define the concepts related to innovation management	K1	Lectures. Videos Class work and in class discussions.	Examinations, quizzes, presentations, assignments, analytical reports
1.2	Explain the historical development of innovation	K3	Lectures. Videos Class work and in class discussions.	Examinations, quizzes, presentations, assignments, analytical reports
2.0	Skills			
2.1	Analyzing the current situation of an organization	S1	Lectures. Videos Class work and in class discussions.	Examinations, quizzes, presentations, assignments, analytical reports





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.2	Building and developing innovation strategy	S2	Lectures. Videos Class work and in class discussions.	Examinations, quizzes, presentations, assignments, analytical reports
2.3	Innovation new services and products	S3	Lectures. Videos Class work and in class discussions.	Quizzes and exams Individual projects
3.0	Values, autonomy, and responsibility			
3.1	Demonstrating the values of collaboration, ethical issues, cooperation, risk taking and autonomy	V3	Group discussions, assignments, case studies, group projects	Evaluation of case analysis in Teams, class presentations, Group Project evaluation & feedback on discussions

## B. Course Content

No	List of Topics	Contact Hours
1	<b>Innovation: What It is and Why It matters</b>	4
2	<b>Digital is different</b>	3
3	<b>Innovation as a core business process</b>	3
3	<b>Developing an innovation strategy</b>	3
5	<b>Building the innovation organization</b>	3
6	<b>Source of Innovation</b>	3
7	<b>Search strategies for innovation</b>	3
8	<b>Innovation networks</b>	3





9	Dealing with uncertainty	3
10	Creating new products and services	3
11	Exploiting open innovation and collaboration	3
12	Capturing the business value of innovation	3
13	Capturing learning for innovation	3
<b>Total</b>		<b>40</b>

## C. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Required Reading Reflection	2	10 %
2	Exercises	3/5	10 %
3	Case Analysis	4	15 %
4	Innovative Ideas Pitch	6	15 %
5	Building Innovation strategy Presentation	10	10 %
6	Final Exam	13	40 %

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	Tidd, Joe, John Bessant, Managing Innovation: Integrating Technological, Market and Organizational Change, 7 <sup>th</sup> edition, 2020
Supportive References	Jan Van Den End, The Innovation Management, 1 <sup>st</sup> Edition, 2020
Electronic Materials	Posted on Course material in Blackboard
Other Learning Materials	



## 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom
Technology equipment (projector, smart board, software)	Blackboard collaborate – Data show- Blackboard Platform
Other equipment (depending on the nature of the specialty)	-

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders and quality Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders and quality Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders and quality Department and quality committee	Review of course portfolios Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders and quality Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)







## G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	5/02/ 2023

