

Innovation Management Abbreviated Course Syllabus

<u>Course Number:</u>	BX710A
<u>Course Name:</u>	Innovation Management
<u>Instructors:</u>	Ding hua
<u>Students:</u>	Business Administration
<u>Required Text:</u>	<ol style="list-style-type: none">1. Innovation Management: Winning a Continuous Competitive Advantage (3rd edition), by Chen Jin, Zheng Gang, Peking University Press, Edition 2016, 82. Innovation Management: The Integration of Technological Change, Market Change and Organizational Change (4th edition), (English) Joe Tid and John Bezant (Chen Jinyi), China Renmin University Press, Edition 2012, 63. Comprehensive Innovation Management — Theory and Practice, Xu Qingrui, Science Press, Edition 2016, 5
<u>Course Description:</u>	<p>Innovation management is an emerging management discipline, is an important branch of modern management science system, but also the core course of business administration major. Through the study of this course requires students to have a deep understanding of the basic theory of innovation management, master the innovation management theory, principle and method, requires students in the concrete practice of enterprise innovation management, can theory with practice, with the ability of innovation management and research report writing ability, and can in theory to deepen the understanding of technology innovation and management theory.</p>

Topic Outline:	Hours/Minutes
I. The value of innovation	4
A. Innovation and national and regional competitiveness: ① Innovation is the theme of the world economic and social development ② Innovation can achieve high-quality economic growth ③ The impact of innovation on society ④ Independent innovation is a major strategic choice for China ⑤ Forming new industrial opportunities and promoting the development of new industries	
B. Innovation and enterprise competitiveness: ① Innovation is the inexhaustible source and power of enterprise survival and development	

	②Innovation can improve the competitiveness of enterprises	
	③Innovation helps companies gain different strategic advantages	
	④Innovation can improve the economic benefits of enterprises	
	⑤The technology's life cycle is getting shorter and shorter	
C.	The status quo of technological innovation in Chinese enterprises:	
	① China has made great achievements in independent innovation	
	② The quality of innovation lags behind the leading innovative countries	
	③China's overall competitiveness of innovation has been improved	
	④China must move from factor-driven to innovation-driven development	
	⑤China's innovation is still under enormous pressure	
D.	Towards an innovative enterprise:	
	①The definition of an innovative enterprise	
	②The characteristics of innovative enterprises	
	③The driving force of innovative enterprises	
	④The future of enterprise innovation	
II.	The connotation and type of innovation	6
A.	The connotation of innovation:	
	①The basic concept of innovation	
	②Innovative understanding	
	③Factors influencing the success of innovation	
	④Comparison of innovation and related concepts	
B.	Type of innovation:	
	①According to the innovative content or object points	
	②According to the degree of innovation	
	③According to the continuity of innovation	
C.	Design-driven innovation:	
	①The concept of design-driven innovation	
	②Design-driven innovation model	
	③The classification of design-driven innovation	
	④The process of design-driven innovation	
D.	Social innovation:	
	①The connotation of social innovation	
	②The classification of social innovation	
E.	Simple innovation:	
	①The connotation of simple innovation	
	②The characteristics of simple innovation	
III.	The process and mode of innovation	6
A.	The basic process of innovation:	
	①The basic process of innovation	
	② The evolution of the five-generation innovation process model	
B.	The dynamic process of innovation	
	① U-A model of the dynamic process of technological innovation	

	②Secondary innovation and later secondary innovation model	
C.	Innovative model: ①The basic model of innovation ②The main model of innovation	
D.	Creativity and innovation: ①Corporate creativity ②Team creativity ③How to develop and manage creativity ④Measures to develop enterprise creativity ⑤How to evaluate employee creativity	
IV.	Effective management of innovation	6
A.	Uncertainty and risk of innovation: ①Innovation is a high activity with a high failure rate ②Risk of innovation	
B.	The framework for innovation management: ① Integration framework of Innovation management ② The influencing factors of innovation management ③ The whole-process model of innovation management	
C.	Comprehensive innovation management: ① The motivation of the comprehensive innovation management paradigm ② The connotation of the comprehensive innovation of the management theory ③ The characteristics of comprehensive innovation management ④ The dimension of comprehensive innovation	
D.	Innovation and innovation management in the "Internet +" era: ①Internet thinking ② "Internet +" connotation and action plan analysis	
E.	Carry out responsible innovation: ① The basic connotation of responsible innovation ② A framework for responsible innovation ③ Evaluation of responsible innovation	
V.	Innovative strategic perspective	6
A.	Framework for the innovation strategy: ①A strategic framework for innovation ②The basic type of technology innovation strategy ③ The choice of innovation strategy	
B.	Types of the innovation strategy: ①The goal of the innovation strategy ②Innovative leading strategy and follow strategy ③Innovative portfolio strategy	
C.	Innovation ability: ①The composition of innovation ability ②technical competence ③Methods and ways to improve the innovation ability	

VI.	Innovative organizational perspective	6
A.	Innovative forms of organization:	
	① Linear organization pattern	
	② Parallel and cross-sectional organization patterns	
	③ Group system and organization mode	
	④ Matrix organization pattern	
B.	The change of enterprise innovation organization under the network environment:	
	① Organizational boundaries are gradually blurred	
	② The organization structure tends to be flattened	
	③ User engagement is increased	
	④ Organizational learning becomes a key ability	
	⑤ Knowledge-sharing is a basic way to improve innovation performance	
	⑥ Community transformation has become a new trend of enterprise innovation organization structure	
C.	Innovative process management:	
	① Creative management	
	② New product development process management	
	③ Research and development management	
	④ Innovative interface management	
	⑤ Innovative project management	
VII.	Innovative resource perspective	6
A.	Innovative information sources	
	① Market and technology, who is the dominant source of innovation?	
	② Source of information for technological innovation	
B.	Users, leading users and innovation	
	① The concept of user innovation	
	② User motivation for innovation	
	③ Leading the user's analysis	
	④ Implementation of leading user innovation: the user innovation toolbox	
	⑤ The timing and method of user innovation	
	⑥ Understanding user innovation with the KANO model	
C.	Suppliers are involved in the innovation	
	① Suppliers are involved in the origin and development of innovation	
	② The motivation for suppliers to participate in innovation	
	③ The role of suppliers in innovation	
	④ The main form of supplier participation in innovation	
D.	Full innovation:	
	① The background and connotation of all-staff innovation	
	② The characteristics of full-staff innovation	
	③ The stage of full-staff innovation	
	Total Sessions (Coverage Hours)	40

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	0
b. Finance	0
c. Accounting	0
d. Management	25
e. Legal environment of Business	2.5
f. Economics	2.5
g. Business Ethics	2.5
h. Global Dimensions of Business	2.5
i. Business Communications	0
j. Information System	0
k. Quantitative Techniques and Statistics	0
l. Business Policies	2.5
m. Comprehensive or Integrating Experience	2.5
Total Estimated CPC Coverage Hours	40