CLA9003 Innovation in Practice
Course Description and Schedule - Second Term 2018-2019

Instructor	**PENG Ling – Associate Professor in Department of Marketing and IB**
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Website	All teaching materials will be uploaded to **Moodle** (Weekly Style)
Time & Venue	**L1: TU** 1:30pm – 2:45pm (LKK101) & **FR** 9:30am – 10:45am (SEK205) **L2: TU** 3:30pm – 4:45pm (MBG12) & **FR** 1:30pm – 2:45pm (LKK307)
Office Hours	**TU** 10:00am – 12:00nn; **FR** 11:00am – 12:00nn; 3:00pm – 4:00pm

Brief Course Description

Innovation has become a major engine of economic expansion and social development. Understanding the dynamics of innovation and ability to plan and contribute to the strategic processes underlying innovation is therefore essential to job performance and personal career development in arts, economics and business. This course focuses on how to create value and growth through innovation in new and existing markets. The course will be taught using interactive methods and techniques throughout.

Aims

The purpose of the course is to provide students with a broader understanding of innovation within the context of new product development and management framework and help them develop a basic grounding of innovation theory and practice. They can apply the skills and techniques they have learned routinely throughout their graduate experience and beyond and find it easier to study other degree subjects which encourage ideas, creativity and innovation.

Learning Outcomes

On completion of this course, students will be able to:

- Define, explain and critically reflect on main theories and concepts of innovation.
- Define, discuss and reflect on the characteristics of innovation and its relation to strategic management.
- Define and explain the phases and intermediate results in new product development process.
- Plan and implement relevant analyses and develop a new product plan for an enterprise.
- Apply theories of innovation to demonstrate the best level of practice in each problem situation.

Indicative Content

Innovation and Creativity
The importance of innovation, Different views of innovations, Types of innovation, Three forms of creativity, Approaches to creativity, Role of creativity in innovation, The creative process, Six-hat thinking system

Overview of New Products Process
Serendipity and knowledge funnel; Six types of new products, The basic new product process, The evaluation tasks in new product development process

Opportunity Identification and Selection
Overview of strategic planning and management, New product strategy inputs, Product innovation charter

Ideation and Concept Generation
Brainstorming techniques, Systematic inventive thinking, Two ideation approaches, Concept development, Open innovation, Finding innovation sweet spot

Concept / Project Evaluation
Types of concept tests, Usage of concept testing, Purposes of concept testing, Procedure of concept testing, The design of concept testing, The data collection methods, Analyzing research results, Sales forecasting

Development and Innovation Team Management
The role of marketing during development, Design, Product use testing, New product organizations

Strategic Launch Planning and Market Testing
Common myths about marketing planning, Strategic launch planning including the strategic givens, guideline decisions, strategic launch decisions and tactical launch decisions, Market testing

Teaching Method

The approach for innovation is practical and problem-oriented. The course begins with a discussion of innovation strategy and is followed by topics on the major phases in the new product development process. Applications are described in the context of consumer and industrial, products and services, and frequently-purchased and durable goods. Real-world examples are used to demonstrate the best level of practice in each problem situation. This course consists of lectures on text materials, discussion of current issues in the field of innovation, and application of the concepts and theories to real world situations through case analyses.

Measurement of Learning Outcomes

1. Midterm project is an Internet exercise related to current events in the area of innovation. (LO2)
2. Final project requires students to conduct a concept test for a selected new product or service and present the testing results and follow-up recommendations. (LO3&4)
3. Self-reflection essay require students to think critically what they have learned in the two group projects and to demonstrate what they have experienced, thought about, and integrated information associated with that experience. (LO5)
4. Final examination specifically requires students to apply knowledge and past learning in addressing the case(s) and examination questions. (LO1 to 5)

Assessment

Student evaluation is based on:

Continuous Assessment as follows		**55%**
- Midterm Internet Exercise	20%	
- Final Concept Testing Project	20%	
- Self-reflection Paper	15%	
Final Exam		**45%**
Total		**100%**

Required/Essential Readings

Given the subject area is developing quickly, so no single textbook is fully suitable. The lecture notes draw upon different sources and so may not fully follow any of the textbooks.

Recommended/Supplementary Readings

Crawford, Merle and Anthony Di Benedetto (2015), ***New Products Management***, Eleventh edition, McGraw-Hill.

The updated readings in the related areas will be provided during the term.

Use of Internet Website and Business Magazines

Students are encouraged to scan the following websites/magazines/journals for further information on the subject of innovation:

www.pdma.org - PDMA is the premier advocate and comprehensive resource for the profession of product development and innovation.

www.ideo.com - IDEO is an international design and innovation consultancy founded in Palo Alto, California, with other offices in San Francisco, Chicago, New York, Boston, London, Munich and Shanghai. The company helps design products, services, environments, and digital experiences. IDEO has won more of the BusinessWeek/IDSA Industrial Design Excellence Awards than any other firm. IDEO has been ranked in the top 25 most innovative companies by BusinessWeek and does consulting work for the other 24 companies in the top 25.

Visions – This online magazine provides product developers with practical information, data, and insights into success in new product development (NPD) and innovation. The magazine contains case studies from companies such as Clorox and Procter & Gamble that excel at innovation, benchmarking information, opinion pieces, and in-depth tool and technique articles from innovation gurus such as Bob Cooper (Stage-Gate™) and Henry Chesbrough (Open Innovation).

Journal of Production Innovation Management - The leading academic journal devoted to the latest research, theory, and practice in new product and service development. JPIM is dedicated to the advancement of management practice in all of the functions involved in the total process of product innovation. Its purpose is to bring to managers and students of product innovation the theoretical structures and the practical techniques that will enable them to operate at the cutting edge of effective management practice.

Important Notes

1. Students are expected to spend a total of 6 hours (i.e. 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.

2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarized ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.

3. Students are required to submit writing assignment(s) using Turnitin.

4. To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.

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Tentative Course Schedule (1st Term, 2018-19)

Dates		Topics to be covered	Activities
TU	Sep 4	Course Overview and Requirements	
FR	Sep 7	**Lecture 1:** Innovation and Creativity	***Internet Exercise Briefing & Group Formation (Sep 11)***
TU	Sep 11		
FR	Sep 14		
TU	Sep 18		
FR	Sep 21	**Lecture 2:** Overview of New Products Process (1)	
TU	***Sep 25***	***Mid-Autumn Festival, no class***	
FR	Sep 28	**Lecture 2:** Overview of New Products Process (2)	
TU	Oct 2	**Lecture 3:** Opportunity Identification & Selection	
FR	Oct 5		
TU	**Oct 9**	**Group Internet Exercise Presentations**	***Students be either presenters or assessors***
FR	**Oct 12**		
TU	**Oct 16**		
FR	Oct 19	**Lecture 4:** Ideation / Concept Generation	***Final Project Briefing & Group Formation (Oct 26)***
TU	Oct 23		
FR	Oct 26		
TU	Oct 30	**Lecture 5:** Project Evaluation/Concept Testing	
FR	Nov 2		
TU	Nov 6		
FR	Nov 9	**Lecture 6:** Development & Team Management	
TU	Nov 13		
FR	Nov 16	**Lecture 7:** Strategic Launch Planning	***Final Exam Briefing (Nov 20)***
TU	Nov 20	***Review, Recap and Make up***	
FR	**Nov 23**	**Group Final Project Presentations**	***Self-reflection Paper Due at 6pm of Dec 5***
TU	**Nov 27**		
FR	**Nov 30**		