

CLA9003 Innovation in Practice
Course Description and Schedule - First Term 2026-2027
(Section 2)

Instructor	Dr Terence Ip
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Time & Venue	Thursday 3:30 p.m. – 6:30 p.m. @SEK108

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 broad 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

1. Innovation and Creativity: The importance of innovation, Different views of innovations, Types of innovation, Forms of creativity, Approaches to creativity, Role of creativity in innovation, Creative process, Six-hat thinking system
2. 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
3. Opportunity Identification and Selection: Overview of strategic planning and management, New product strategy inputs, Product innovation charter
4. Ideation and Concept Generation: Brainstorming techniques, Systematic inventive thinking, Ideation approaches, Concept development, Open innovation, Finding innovation sweet spot
5. Concept / Project Evaluation: Types of concept tests, Usage of concept testing, Purposes of concept testing, Procedure of concept testing, Design of concept testing, Data collection methods, Analyzing research results, Sales forecasting
6. Development and Innovation Team Management: The role of marketing during development, Design, Product use testing, New product organizations
7. 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, case discussions, and application of the concepts and theories to real world situations.

Measurement of Learning Outcomes

1. Midterm project is an Internet exercise related to current events in the field of innovation. (LO2)
2. Final project requires students to conduct a concept/product test for a selected new product/service and present the testing results and follow-up recommendations. (LO3&4)
3. Self-reflection essay requires 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 exam specifically requires students to apply knowledge and past learning in addressing the case(s) and general essay questions. (LO1 to 5)

Assessment

Student evaluation is based on:

Continuous Assessment as follows	55%
- Midterm Project	20%
- Final Project	20%
- Self-reflection Paper	15%
Final Exam	<u>45%</u>
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 (2025), *New Products Management*, 13th edition, McGraw-Hill.

Innovation reports of Boston Consulting Groups: Most Innovative Companies 2022-2026.

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 about 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 across the world. 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 firms.

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/>.
5. **Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>.**

CLA9003 – Innovation in Practice (1st Term, 2026-27)

Tentative Course Schedule – Thursday 3:30 p.m. - 6:30 p.m., SEK108

(Section 2)

Time	Lecture	Readings* & Activities
3 Sep	Course Introduction & Requirements L1: Innovation and Creativity (I)	
10 Sep	L1: Innovation and Creativity (II)	<i>Midterm Project Briefing and Group Formation</i>
17 Sep	L1: Innovation and Creativity (III)	
24 Sep	L2: Overview of New Products Process	Ch 2
1 Oct	<i>No class – Public holiday “National Day”</i>	
8 Oct	L3: Opportunity Identification & Selection - Strategic Planning for New Products	Ch 3 <i>In-class group meetings and midterm project consultancy</i>
15 Oct	<i>Midterm Project Presentations</i>	
22 Oct	L4: Ideation and Concept Generation (I) - Brainstorming technique - Systematic inventive thinking	<i>Midterm Review</i>
29 Oct	L4: Ideation and Concept Generation (II) - Problem-based Ideation - Function Follows Form Ideation	Ch 5 <i>Final Project Briefing and Group Formation</i>
5 Nov	L5: Concept/Project Evaluation - Concept Testing - Sales Forecasting and Financial Analysis	Ch 9 & 11
12 Nov	L6: Development - Design - Product Use Testing - Development Team Management	Ch 13 & 14 & 15
19 Nov	L7: Launch - Strategic Launch Planning - Market Testing	Ch 16 & 17 & 18 <i>In-class group meetings and final project consultancy</i>
26 Nov	<i>Final Project Presentations/ Course Review Self-Reflection Paper Due @ 30 Nov</i>	

* Crawford, M. and A. Di Benedetto, *New Products Management*, 13th edition, McGraw-Hill, 2025.