

SUM21	DESIGNING AND SHAPING FIRMS FOR INNOVATION
COURSE LEADER	Dr Dorrie Chao, Visiting Professor from University of Southampton, UK Dr Dorrie Y Chao Southampton Business School University of Southampton
COURSE DESCRIPTION	Innovation is recognised as one of the most important sources of sustainable competitive advantage for businesses around the world. However, building an organisation which can successfully and repeatedly create innovation for markets is a daunting managerial challenge, with many businesses failing to deliver. Having presented the strategic imperative for every organisation to innovate, this course then addresses the importance of designing and shaping firms for innovation and looks at the practices and processes of successful innovation management. This includes methods for managing the innovation process, and refers to the relationships between innovation strategy and corporate culture. In addition, a number of developing paradigms are explored, such as open innovation and user-led innovation, which aim to maximise the discovery and exploitation of ideas and creativity and to capture the value of innovation.
COURSE OBJECTIVES	<ul style="list-style-type: none"> • To apply appropriate theoretical concepts, models, frameworks, tools and techniques which facilitate creativity and innovation • To recognise potential challenges to the development and commercialisation of innovation • To unpack the role of innovation in maintaining strategic fit and competitive advantage in organisations • To evaluate appropriate actions to successfully manage the innovation process
COURSE TOPICS	<ul style="list-style-type: none"> • Managing innovation: introduction and challenges • Innovation process and design thinking • Barriers to innovation in organisations • Capturing the value of innovation
LEARNING METHODS	<ul style="list-style-type: none"> • Lecture • Seminar • Groupwork
ASSIGNMENTS	Class participation/exercise and group presentation
EVALUATION	Class participation/exercise (50%) and group presentation (50%)
BIBLIOGRAPHY / COURSE MATERIAL	<ul style="list-style-type: none"> • Goffin K and Mitchell R. (2016). <i>Innovation Management: Effective Strategy and Implementation</i>. 3rd edition. Macmillan • Tidd J, and Bessant J. (2020) <i>Managing Innovation</i>, 7th ed. John Wiley & Sons
NUMBER OF CREDITS	4 ECTS; 2 US
COURSE SCHEDULE	4 sessions <ol style="list-style-type: none"> 1. Managing innovation: introduction and challenges 2. Innovation process and design thinking 3. Barriers to innovation in organisations 4. Capturing the value of innovation