

Module Code:	ME2033
Module Title:	Innovation Management
Module Credit:	10
School / Subject Group:	School of Engineering & Applied Science Engineering Systems & Management Subject Group
Staff Responsible:	Dr T N Oliver (t.n.oliver@aston.ac.uk)
Aims and Objectives:	On satisfactory completion of this module students will have an awareness of the factors that influence successful technological innovation in a range of commercial organizations. Case studies will be used to underpin how innovation leads to commercial advantage.
Content:	Defining innovation and the role of invention. Radical, incremental, product and process based innovation. Assessing organization competences (first to market and fast followers). The role of research and development. Business and organizational models. Entrepreneurs. Case studies: Optical Fibres Sinclair C5 Dyson Electricity Privatisation Introduction to intellectual property rights.
Format:	Lectures/ One 2 hours per week for 8 weeks Seminars/Case Studies
Assessment:	Individual research report 100% (set in week 1, submission Monday of week 10)
Reading List:	Indicative Tidd, J., Bessant, J., Pavitt, K. <i>Managing Innovation: Integrating Technological, Market and Organisational Change</i> , Wiley, 1997. Twiss, B., <i>Managing Technological Innovation</i> , Pitman, London, 1992. Pugh, S., <i>Total Design</i> , Addison Wesley, Wokingham, 1990.
Virtual Learning Environment:	Blackboard 8 – log on at http://bb.aston.ac.uk/
Programme(s) using this module:	BEng/MEng Chemical Engineering BSc Industrial Product Design BSc Product Design & Management BSc Technology & Enterprise Management
Date:	8 August 2008