

Course Description:

INNOVATIVE MANAGEMENT AND BUSINESS PRACTICES

– MBA -P708



No.	Subject				
1	Title	Innovative Management and Business Practices			
2	Code	MBA-P708			
3	Name of Academic Staff				
4	Rationale for the inclusion of the course/module in the programme	Innovation and creativity are core competencies that enable organizations to be agile and adaptable in today's complex, ever-changing environment. Nevertheless, innovation and creativity without effective business practices are inadequate because organizations need entrepreneurial capabilities to transform innovations into tangible products and services for organizational growth with profit.			
5	Semester and Year Offered	Year 1 Semester 2			
6	Student Learning Time (SLT)	SLT calculation	Face to Face (F2F)	Student Preparation Time (SPT)	Total
		Lectures / Workshop	16	32	48
		Group Discussion	21	63	84
		Doing Assignment and Research		30	30
		Total SLT			162
		Required SLT			160
		Credit Hour Derived			4.35
7	ECTS	6			
8	Prerequisite (if any)	Nil			
9	Objectives	<p>This objectives of this module are as follows:</p> <ol style="list-style-type: none"> 1. To understand the role, function and strategic value of innovation in organizations; 2. To examine the processes and factors that enhance successful transitions from ideation to innovation and entrepreneurship; 3. To explore the principles of creativity and various techniques of stimulating creative thinking; 4. To determine the obstacles to entrepreneurship development in people and organizations; 5. To analyze the factors and personal characteristics associated with successful entrepreneurship including good business practices. 			
10	Learning Outcomes	<p>Upon completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. Appreciate the strategic role of innovation and know how to manage innovation; 2. Be receptive to unconventional approaches to foster innovation and creativity; 3. Adopt a broad perspective of creative processes and the mechanisms for unlocking creativity; 4. Critically evaluate the possible options of adopting or adapting selected product/service development plans and the related enabling technologies. 			
11	Transferable Skills	<p>Worked examples, class discussions and answering case study questions related to innovation and entrepreneurship will help students in the following transferable skills:</p> <ol style="list-style-type: none"> 1. Develop their analytical capabilities in identifying a problem/need and hence, an opportunity for innovation; 2. Cultivate their creativity by fulfilling the problem/need through innovative processes or innovation; 3. Translate promising innovations into a profit-generating venture through smart entrepreneurship. 			

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		4. Discern which ideas or innovations are feasible and have the potential for entrepreneurial success, in order to minimize the waste of time and resources.																																							
12	Teaching-learning and assessment strategy	<p>Blended learning methods are mostly fit for courses like this which require a high degree of theoretical knowledge although student participation through questions, opinions and constructive discussions is extremely valuable for an in-depth understanding of the course material.</p> <p>Written projects, in-class discussion and a wide range of exercises are adopted as one of the best ways to acquire a better knowledge and understanding of the course materials.</p>																																							
13	Synopsis	The module equips students with the concepts and practical techniques for harnessing creativity and managing innovation with the motive of developing novel or enhanced profit-generating products and services for existing or new markets.																																							
14	Mode of delivery	Lecture, workshop																																							
15	Assessment Methods and Types	<ul style="list-style-type: none"> • Research Assignment • Case Analysis Exam 	<p>50%</p> <p>50%</p>																																						
16	Mapping of the course/module to the Programme Aims	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th rowspan="2">Course objectives</th> <th colspan="2">Programme Aims / Objectives</th> </tr> <tr> <th>1</th> <th>2</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>To understand the role, function and strategic value of innovation in organizations;</td> <td>√</td> <td></td> </tr> <tr> <td>2</td> <td>To examine the processes and factors that enhance successful transitions from ideation to innovation and entrepreneurship;</td> <td></td> <td>√</td> </tr> <tr> <td>3</td> <td>To explore the principles of creativity and various techniques of stimulating creative thinking;</td> <td></td> <td>√</td> </tr> <tr> <td>4</td> <td>To determine the obstacles to entrepreneurship development in people and organizations;</td> <td></td> <td>√</td> </tr> <tr> <td>5</td> <td>To analyze the factors and personal characteristics associated with successful entrepreneurship, including good business practices.</td> <td>√</td> <td></td> </tr> <tr> <td colspan="4"> Programme aims /objectives: <ol style="list-style-type: none"> To provide students with in-depth and advanced knowledge within their specific areas of Business Administration. To inculcate in students a systematic, rigorous and ethical approach in conducting research in specialised areas, thereby contributing new insights to the body of knowledge of business studies and managerial practices </td> </tr> </tbody> </table>			Course objectives	Programme Aims / Objectives		1	2	1	To understand the role, function and strategic value of innovation in organizations;	√		2	To examine the processes and factors that enhance successful transitions from ideation to innovation and entrepreneurship;		√	3	To explore the principles of creativity and various techniques of stimulating creative thinking;		√	4	To determine the obstacles to entrepreneurship development in people and organizations;		√	5	To analyze the factors and personal characteristics associated with successful entrepreneurship, including good business practices.	√		Programme aims /objectives: <ol style="list-style-type: none"> To provide students with in-depth and advanced knowledge within their specific areas of Business Administration. To inculcate in students a systematic, rigorous and ethical approach in conducting research in specialised areas, thereby contributing new insights to the body of knowledge of business studies and managerial practices 											
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		4.	Critically evaluate the possible options of adopting or adapting selected product/service development plans and the related enabling technologies.	√	√	√		√	√	
		Programme Learning Outcome: PLO-1: Development of critical thinking, analytical, conceptual and research skills at the highest level PLO-2: Critical reflection on relevant literature PLO-3: Capacity to communicate research findings, relating them to theoretical literature and methodologies PLO-4: Deep understanding of the candidate's chosen research topic PLO-5: Contribution to the candidate's own professional practice, and PLO-6: Application of intellectual independence, autonomy, authoritative judgement, academic rigour and ethical integrity to the creation of a substantial contribution to knowledge in the field of business.								
18	Course topics and contact hours	Student Learning Time (SLT)								
		Lecture		Group Discussion		DAR	Total			
	F2F	SPT	F2F	SPT						
	Chapter 1	2	3	2	6	2.5	15.5			
	<ul style="list-style-type: none"> Study of Motives of Indian Strategic Alliances: Marketing or Innovation Seeking? 									
	Chapter 2	2	3	2	6	2.5	15.5			
	<ul style="list-style-type: none"> An Empirical Investigation on Equity Market Integration of ASEAN-India 									
	Chapter 3	2	3	2	6	2.5	15.5			
	<ul style="list-style-type: none"> Do Team Dynamics Influence the Organizations to Be Innovative? 									
	Chapter 4	2	3	2	5	2.5	14.5			
<ul style="list-style-type: none"> Enhancing Business Performance of Pakistani Manufacturing Firms via Strategic Agility in the Industry 4.0 Era: The Role of Entrepreneurial Bricolage as Moderator 										
Chapter 5	1	3	2	5	2.5	13.5				
<ul style="list-style-type: none"> Drivers of Consumer Loyalty in the Wellness Sector 										
Chapter 6	1	3	2	5	2.5	13.5				
<ul style="list-style-type: none"> Inter-Relational Dynamics of Various HR Aspects in High Altitude Illness Attrition 										
Chapter 7	1	3	2	5	2.5	13.5				
<ul style="list-style-type: none"> Green Architecture of Malay Traditional House Exhibitions: Mini Malaysia and ASEAN Cultural Park (MMACP), Melaka 										
Chapter 8	1	3	2	5	2.5	13.5				
<ul style="list-style-type: none"> Open Innovation Challenges and Coopetition-Based Open-Innovation Empirical Evidence From Malaysia 										
Chapter 9	1	2	2	5	2.5	12.5				
<ul style="list-style-type: none"> How Is It Different From Conventional Learning? The Growing Trend of Corporate Universities in Indonesia 										
Chapter 10	1	2	1	5	2.5	11.5				
<ul style="list-style-type: none"> Health Sustainability and Socialization Agents Roles in Organ Donation: A Malaysian Youth Case. 										

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	Chapter 11 The Role of Narrative Elements in Gamification Towards Value Co-Creation: A Case of Mobile App Users in Malaysia	1	2	1	5	2.5	11.5
	Chapter 12 Nexus Between Social Network, Social Media Use, and Loneliness: A Case Study of University Students, Bangladesh	1	2	1	5	2.5	11.5
	Chapter 13 A Comparative Historical Analysis of the Evolution of the Venture Capital Industry in the Economic Regions of the United States of America, Europe, and China.	1	2	1	5	2.5	11.5
	Chapter 14 Development and Access to Finance of Small and Medium-Sized Enterprises in Mongolia	1	2	1	5	2.5	11.5
	Chapter 15 The Role of Internet of Things, Knowledge Management, and Open Innovation in SME Sustainability	1	2	1	5	2.5	11.5
	Total	16	32	21	63	30	162
	ECTS	6					
19	Main Reference(s)	<p>Pablos, PO, Zhang, X & Chui, KT (2020). Innovative Management & Business Practices in Asia. USA : IGI Global.</p> <p>Roberto, MA (2019). Unlocking Creativity – How to Solve Any Problem & Make then best Decisions by Shifting Creative Mindsets. New Jersey: Wiley.</p> <p>John Bessant, Joe Tidd, Innovation and Entrepreneurship, 2nd Edition, Wiley, 2011.</p> <p>Brem, A., (2008) <i>The Boundaries in Innovation and Entrepreneurship: Conceptual background and Essays on Selected Theoretical and Empirical Aspects</i>. Wiesbaden: Gabler Edition Wissenschaft.</p>					
20	Additional reference(s)	<p>Karima Kourtit, Peter Nijkamp, and Roger R. Stough. 2011. Drivers of Innovation, Entrepreneurship and Regional Dynamics. Springer-Verlag Berlin Heidelberg. [ISBN 978-3-642-17939-6].</p> <p>Bruce R. Barringer, R. Duane Ireland, (2016), Entrepreneurship: Successfully Launching New Ventures, 5th Edition, Pearson education.</p> <p>Website:</p> <p>www.questia.com</p> <p>www.ipma.co.uk</p> <p>www.ebscohost.com</p>					