

Course Description:

MODERN INNOVATION AND ENTREPRENEURSHIP

– DBA 8102



No.	Subject		
1	Title	Modern Innovation and Entrepreneurship	
2	Code	DBA 8102	
3	Credit Value	4	
4	Prerequisite (if any)	Nil	
5	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. 	
6	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.	
7	Mode of delivery	Lecture, workshop	
8	Assessment Methods and Types	<ul style="list-style-type: none"> • One Research Assignment (5,000 words) 	100%
9	Course topics and contact hours		
	<p>Introduction to innovation and entrepreneurship</p> <ul style="list-style-type: none"> • From innovation to entrepreneurship – a process-oriented framework • Innovation and entrepreneurship – boundaries and linkages • Modern entrepreneurship spirit • Development of holistic approach of innovation and entrepreneurship • Acquiring creative thinking 		
	<p>Creativity and Innovation</p> <ul style="list-style-type: none"> • Problem solving • The work environment for creativity: obstacles • The work environment for creativity: stimulants • Ways of dealing with organisational and individual blocks • Managers with developed creativity • Models for creative problem solving • Problem assessment 		
	<p>Objective finding, fact finding, and problem finding/definition</p> <ul style="list-style-type: none"> • Objective finding: SWOT analysis • Fact finding: Who, what, where, when, why, how? • Dimensional analysis • Redefinition approaches • Analytical methods 		
	<p>Morphological analysis and related techniques</p> <ul style="list-style-type: none"> • Checklists • Attribute listing • Morphological analysis • Force fitting triggers • Heuristic ideation technique • Component detailing 		

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	<ul style="list-style-type: none"> • Sequence-attribute modification matrix
	<p>Brainstorming and its variants</p> <ul style="list-style-type: none"> • Classical brainstorming • Rules • Process • Variants • Wildest idea • Stop and go • Round-robin • Gordon-little • Trigger method
	<p>Lateral thinking</p> <ul style="list-style-type: none"> • Awareness • Alternative ways of viewing a problem • Provocative methods • Metaphorical analogies
	<p>Synectics</p> <ul style="list-style-type: none"> • State the problem • Personal analogy • Direct analogy • Symbolic analogy • Fantasy analogy • Search for solution • Examination
	<p>Miscellaneous ideation</p> <ul style="list-style-type: none"> • Clichés, proverbs and maxims • Storyboarding • Scenario writing and planning • Bionics • Mind mapping • Lotus blossom technique • Fishbone diagram • Vision building • Symbolic representation
	<p>Evaluation</p> <ul style="list-style-type: none"> • Sorting • Advantage-disadvantage tables • Plus/minus/interesting • Castle technique • Force field analysis • Weighting systems • Qualitative evaluation: reverse brainstorming • Financial/mathematical evaluations • Pay-off tables and decision trees
	<p>Implementing ideas</p> <ul style="list-style-type: none"> • Sources of resistance to change • Role of communication in overcoming resistance to change • Putting ideas into practice • Reducing resistance to change • Climate for change

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	<p>Pioneer vs. follower: the time-to-market dilemma</p> <ul style="list-style-type: none"> • Theoretical background • Pioneer vs. follower strategy • Time-to-market in the automotive industry • Operationalisation of the variables <p>Serial entrepreneurs in the business foundation process</p> <ul style="list-style-type: none"> • Theoretical framework • Entrepreneurship • Serial entrepreneurs • Socio-demographical characteristics • Trait theory • Environment-related factors • Business foundation process
10	<p>Main Reference(s)</p> <p>Alexander Brem. The Boundaries in Innovation and Entrepreneurship: Conceptual background and Essays on Selected Theoretical and Empirical Aspects, 2011, Gabler.</p> <p>Mariotti, (2010), Entrepreneurship: Owning Your Future, Pearson ISBN-13: 9780135128442.</p>
11	<p>Additional reference(s)</p> <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>John Bessant, Joe Tidd, Innovation and Entrepreneurship, 2nd Edition, Wiley, 2011.</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>