

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	创新管理 Innovation Management
2.	授课院系 Originating Department	社会科学中心 Center for Social Sciences
3.	课程编号 Course Code	SS137
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	通识选修课程 General Education (GE) Elective Courses
6.	授课学期 Semester	春季 Spring
7.	授课语言 Teaching Language	英文 English
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	刘学元教授 Professor LIU Xueyuan 武汉大学经济与管理学院 Economics and Management School of Wuhan University e-mail: x.liu@whu.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	32				32
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 NA				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 NA				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 NA				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

Specifically, this course aims to help the students:

- Understand knowledge of innovation management in a globalized world;
- Develop comprehensive understanding of innovation strategies, processes, organization, culture, resources, networks, and the final creation of value to the business and society;
- Master management skills for the development of innovation capability and new product/service, and the capture of learning and value.

16. 预达学习成果 Learning Outcomes

Upon completion of this course, students are expected to

- Understand basic concepts and principles in innovation management;
- Identify and engage with key factors of innovation management;
- Apply theoretical concepts and principles to specific innovation process;
- Critically valuate current approaches to various innovation issues.

17. 课程内容及教学日历 (如授课语言以英文为主, 则课程内容介绍可以用英文; 如团队教学或模块教学, 教学日历须注明主讲人)

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

3 hours per week, 11 weeks in total

Week 1: Innovation – General Introduction

- 1.1 The Importance of Innovation: Strategic Advantage through Innovation
- 1.2 Innovation and Entrepreneurship

- 1.3 Innovation: process, scope and key aspects
- 1.4 Innovation Management
- 1.5 The Globalization and Digitization of Innovation

Week 2: Innovation as a Core Business Process

- 2.1 Variations on Innovation: Product and services, Not-for-Profit Innovation, Social Entrepreneurship
- 2.2 Cross Sector Differences: Organizational Size, Project-based Organizations, Platform Innovation; Ecosystems, the Influence of Geography, Regulatory Context, Industry Life Cycle, etc.
- 2.3 A Contingency Model and evolving models of the Innovation Process
- 2.4 Building and Developing Routines across the Core Process
- 2.5 Learning to Manage Innovation: Identifying Simple Archetypes, Measuring Innovation Success, Success Routines, Key Contextual Influences

Week 3: Developing an Innovation Strategy

- 3.1 Strategies for Innovation: 'Rationalist' or 'Incrementalist'; 'Leadership' versus 'Followership'
- 3.2 The Dynamic Capabilities of Firms: Finance, Management and Corporate Governance
- 3.3 Appropriating the Benefits from Innovation and Exploiting Technological Trajectories
- 3.4 Developing Firm-specific Competencies
- 3.5 Enabling Strategy-Making: Strategic Analysis and Portfolio Management Approaches

Week 4: Building the Innovative Organization

- 4.1 Shared Vision, Leadership and the Will to Innovate
- 4.2 Appropriate Organizational Structure
- 4.3 Key Individuals and Effective Team Working and Creative Climate
- 4.4 High Involvement in Innovation
- 4.5 A Roadmap for the Journey

Week 5: Sources of Innovation and search strategies

- 5.1 Opportunities of Innovations: Knowledge Push; Need Pull, Incremental or Radical; Exploit or Explore?
- 5.2 Innovation: Crisis-driven, or Demand-driven, Mass Customization
- 5.3 Innovators: Users; Extreme Users; the Crowd;
- 5.4 Prototyping; Watching Others – and Learning from Them
- 5.5 Recombinant Innovation; Design-led Innovation; Accidents
- 5.6 Search strategy: when, who, where and how?

Week 6: Innovation Networks

- 6.1 The 'Spaghetti' Model of Innovation
- 6.2 Innovation Networks: Emergent Properties in Networks; Learning Networks; Breakthrough Technology Collaborations, Regional Networks, Mobilizing Networking
- 6.3 Networks at the Start-up, on the Inside, on the Outside, and into the Unknown
- 6.4 Managing Innovation Networks

Week 7: Dealing with Uncertainty

- 7.1 Meeting the Challenge of Uncertainty
- 7.2 Forecasting Innovation: Customer or Market Surveys; Internal Analysis, External Assessment, Scenario Development
- 7.3 Estimating the Demand for Innovations
- 7.4 Assessing Risk& Opportunities for Innovation, Recognizing Uncertainty
- 7.5 Decision Making at the Edge: Selection and Reframing

Week 8: Creating New Products and Services

- 8.1 Processes for New Product Development
- 8.2 Factors Influencing Product Success or Failure
- 8.3 Influence of Technology and Markets on Commercialization
- 8.4 Differentiating Products or Services: Architecting; Commercializing, Implementing Complex Products
- 8.5 Diffusion of Innovations: Processes, Factors Influencing Adoption, and Characteristics of an Innovation

Week 9: Exploiting Open Innovation and Collaboration

- 9.1 Forms and Patterns of Collaboration; Joint Ventures and Alliances
- 9.2 Influence of Technology and Organization: Competitive Significance; Complexity of the Technology; Codifiability of the Technology; Credibility Potential; Corporate Strategy; Firm Competencies, Company Culture, Management Comfort Managing Alliances for Learning
- 9.3 Collaborating with Suppliers to Innovate
- 9.4 User-led Innovation and Extreme Users: Co-development; Democratic Innovation and Crowdsourcing
- 9.5 Benefits and Limits of Open Innovation

Week 10: Promoting Entrepreneurship and New Ventures

- 10.1 New ventures: Business Plan; Funding
- 10.2 Internal Corporate Venturing
- 10.3 Assessing New Ventures
- 10.4 University Incubators, Spin-outs and New Ventures
- 10.5 Growth and Performance of Innovative Small Firms

Week 11: Capturing the Business Value and Creating Social Value of Innovation

- 11.1 Creating Value through Innovation
- 11.2 Innovation and Firm Performance
- 11.3 Exploiting Knowledge and Intellectual Property
- 11.4 Business Models and Value Capture
- 11.5 Innovation, Social Change and social innovation
- 11.6 Inclusive, Responsible and Humanitarian Innovation
- 11.7 Sustainability-led Innovation and a Framework Model
- 11.8 Build Dynamic Capability and Manage Innovation
- 11.9 Innovation Auditing and Evaluation

18. 教材及其它参考资料 Textbook and Supplementary Readings

The course instructor will provide supplementary readings before each session of the lectures

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10%		Those who miss more than three classes since the fourth week will fail
课堂表现 Class Performance		10%		Participation in class discussion
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments		30%		Group work (presentation or project report)
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation		50%		Written examination or Term paper
其它（可根据需要改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

课程内容不涉及政治敏感信息。同意开设。

王兆葵

2022-03-05