

**Macao Polytechnic University**

**Faculty of Business**

**Bachelor of Business Administration in Marketing**

**Module Outline**

**Academic Year 2022 /2023 Semester 2**

<b>Learning Module</b>	Product Innovation and Management		<b>Class Code</b>	MRKT0143-421/322	
<b>Pre-requisite(s)</b>	Nil				
<b>Medium of Instruction</b>	English			<b>Credit</b>	3
<b>Lecture Hours</b>	45 hrs	<b>Lab/Practice Hours</b>	0 hr	<b>Total Hours</b>	45 hrs
<b>Instructor</b>	Ng Sio Wang, Albe PhD		<b>E-mail</b>	swng@mpu.edu.mo	
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**Description**

This learning module views product innovation and the management of new product development from a strategic perspective. It is principally based on the new product development process and new product development function within different organization types. This learning module will draw on industry experiences and academic research to provide the student with a balanced view of theory versus practice.

**Learning Outcomes**

After completing the learning module, students will be able to:

1. Discuss and contrast understanding and applied experience of the innovation process;
2. Outline and apply analytical tools that can help structuring information for decision making about innovation;
3. Appraise different patterns of using innovation for creating wealth and growth in organizations;
4. Analyse the core management challenges associated with managing innovation and operations.

## **Content**

	Chapters	Topics	Hours
1	Ch1	Introduction	3 hours
2	Ch2	Sources of Innovation	3 hours
3			3 hours
4	Ch3	Types and Patterns of Innovation	3 hours
5	Ch5	Timing of Entry	3 hours
6	Ch6	Defining the Organization's Strategic Direction	3 hours
<u>7</u>	Ch8	Collaboration Strategies	3 hours
8	--	<b>Mid-Term Exam. (Ch1,2,3,5)</b>	3 hours
9	Ch9	Protecting Innovation	3 hours
10	Ch10	Organizing for Innovation	3 hours
11	Ch11	Managing the New Product Development Process	3 hours
<del>12</del>			3 hours
13	Ch13	Crafting a Deployment Strategy	3 hours
14	--	Project Presentation	3 hours
15	Final Exam.		3 hours

## **Teaching Method**

The course is delivered through a series of lectures which provide a detailed explanation and understanding of various fundamental theories and concepts. In addition, students engagement are adopted in various forms of class interactions such as group discussion, in-class exercises, case study, quiz, and/or relevant course activities, group project and presentation.

## **Attendance**

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes” of Macao Polytechnic University. Students who do not meet the attendance requirements for the course will not be permitted to sit the final / re-sit examination and shall be awarded an ‘F’ grade.

## **Assessment**

Students’ understanding of course material and their performance is assessed on the basis of class assignments, case studies/project, midterm examination, and final examination. The assignments are to evaluate students’ understanding of the Product Innovation and Management concepts and application. The project is used to strengthen students’ knowledge about the Product Innovation and Management. The midterm and final examinations aim to evaluate students’ comprehensive understanding of significant theories and key concepts within the framework of the module.

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

Assessment Items	Percentage
Continuous Assessments	60 %
Assignments	35%
Mid-Term Test	25%
Final Exam	40 %
	100 %

### Plagiarism Policy

It is student's responsibility to ensure that his/her assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.

### Teaching Materials

#### Textbook

Schilling, Melissa.A., (2019) ISE Strategic Management of Technological Innovation, 6th edition, McGrawHill. 1260565793 - 9781260565799

<https://www.mheducation.co.uk/ise-strategic-management-of-technological-innovation-9781260565799-emea-group>

### Alignment of Program and Course Intended Outcomes

PIOs	CIOs
1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	CIOs 1 & 2
2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	CILO 2 & 3
3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	CILO 3 & 4
4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.	CILO 1 & 4
5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.	CILO 1,2 & 4
6. Effective Communication Skills - Students are able to communicate and present ideas effectively.	CILO1, 3 & 4
7. Critical Thinking - Students are able to apply self-understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	CILOs 2 & 4
8. Intercultural Competence - Students are competent to associate in a diversified social and global community.	CILOs 3 & 4