



Universidad Tecnológica de Pereira
Management of Innovation - Seminar
Executive Summary

<p style="text-align: center;">Course Description</p>	<p>Organizations that are consistently successful at managing innovation outperform their peers in terms of growth, financial performance and in operational effectiveness. The management of innovation however, is not an easy task as it requires knowledge and skills and orchestration from the top. As a result, many organizations either simply do not formally manage innovation process or manage it in an ad hoc way. This short seminar aims to provide a managerial approach to increase the effectiveness and efficiency of the innovation process. Some of the key concepts covered in this course include the development of an innovation strategy, Innovation frameworks, sources of innovation, innovation networks, decision making under uncertainty, building the innovation case, creating new products and services, exploring new ventures, capturing the benefits and learning from innovation.</p>
<p style="text-align: center;">What are the expected learning outcomes of this course?</p>	<p>On completion of this unit students should be able to:</p> <ol style="list-style-type: none"> 1. Develop strategies for managing innovation and its commercialization. 2. Explain the importance of effective application of the innovation management principles in different contexts such as service organization and production based organizations. 3. Define criteria for the sustainability of innovations. 4. Reflect on theory and develop initiatives to achieve changes in organizational culture and behaviour which will enhance competitiveness and equip them for future challenges.
<p style="text-align: center;">When is it offered?</p>	<p>Friday August 9th 2013 from 6.30 to 10.00 pm Saturday August 10th 2013 from 8.00 am to 12.00pm and 2.00pm to 6.00pm</p> <p>Friday August 22nd 2013 from 6.30 to 10.00 pm Saturday August 23rd 2013 from 8.00 am to 12.00pm and 2.00pm to 6.00pm</p>
<p style="text-align: center;">What are the principle methods of assessment for this course?</p>	<p>There are attendance (___%) and participation (___%) grades. The attendance grade influences the participation grade: if you are not there, you cannot participate. The specific weights for each grading component are as follows:</p> <ul style="list-style-type: none"> • Class attendance __% • Class participation.....__%
<p style="text-align: center;">Textbook</p>	<p>Joe Tidd and John Bessant, Managing Innovation, John Wiley and Sons, Ltd.</p> <p>Keith Goffin and Rick Mitchell, Innovation Management, 2nd edition , Palgrave Macmillan</p> <p>Additional Reading: There are a range of managing innovation text books</p>

	and Industry journals that students are strongly encouraged to check through the University Library and Library websites.
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