

Module code	MGT713	Level	7
Module title	Managing Products & Services from Ideation to Innovation		
Status	Core		
Teaching Period	Spring		
Courses on which the module is taught	MA Management and Marketing MA Management and Finance MA Management and Leadership MA Management and Branding		
Prerequisite modules	None		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	<i>Optional where offered</i>		
Additional costs	N/A		
Content notes	N/A		

1. Module description

This module explores the leadership essentials of developing and launching innovative products and services in the digital economy. The following applies:

You will learn to identify current real-world problems and their impacts while developing innovative solutions through creative thinking, problem-solving techniques, and a focus on stakeholder needs to ensure relevance and viability.

You will integrate strategy and practical execution for successful pitches, incorporate ESG considerations, validate products, and conduct feasibility studies, including audience analysis, competition assessment, and financial evaluations.

You will explore key theories within project management, innovation, and business development: The Innovators Dilemma, Three Horizons Framework, Technology Adoption Lifecycle, and Theory of Inventive Problem Solving.

You will learn leadership within project management from the idea to launch of an innovative product or service.

You will learn to adapt while maintaining a clear vision and understand the importance of leadership traits and cultural transformation in innovation.

You will create job opportunities by developing innovative products and services, securing funding, and emphasizing responsible business practices.

The above approach aims to equip students with the tools and knowledge to successfully bring innovative ideas to market.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Innovation (RL02)

Create and implement value propositions for products and services

Decision-Making (RL04)

Formulate informed decisions in complex situations on product and service development using critical and reflexive thinking.

Communication (RL05)

Communicate *persuasively* both orally and in writing in multicultural and/or international settings.

Human and Environmental Impact (RL10)

Evaluate the impact of human activity, including your own, on people and on the environment to offer sustainable solutions

Learning and teaching methods, and reasonable adjustments

Learning hours			48
Directed learning			152
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
Guided/Self-guided learning			200

The learning and teaching methods within this module will include micro and interactive lectures to introduce the key concepts. Guest speakers such as industry experts, entrepreneurs and investors will share real-world experiences and insights. Case Analysis, which includes analysing live/real-world case studies of successful and failed product launches will be discussed. There will be group discussions on case studies to encourage critical thinking and diverse perspectives. Workshops and hands-on activities will also be a key part of the learning and teaching such as developing a minimal viable product (MVP), feasibility studies on hypothetical or real products/services as well as market research projects.

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

3. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Presentation (Group Assessment), 60%

A maximum presentation time of 15 minutes

This assignment allows students to apply their knowledge by analysing the launch of an innovative product or service. Students will work in groups to evaluate the product’s journey from conception to market entry, focusing on market needs, feasibility, financial planning, risk, and sustainability.

Students in their groups will brainstorm and select an innovative product or service to launch within a set timeframe. They will conduct a case study, develop a Minimum Viable Product (MVP), and present to the Senior Management Team.

Allocation of marks for group work will be specified in the module assignment brief

Assessment component 2: Plan, 40%

Word Count or Equivalent: a maximum of 2400 words

The abridged business plan is a condensed version of a full business plan, which is useful when applying for grant funding as grant selectors want concise plans to save time. This assignment will help you learn about leadership and project management as you move from idea to launch of an innovative product or service. You will practice summarizing essential details to effectively communicate your plan.

Mapping of assessment tasks:

Assessment components	LO2	LO4	LO5	L10
Assessment 1	X		X	X
Assessment 2		X	X	

The above assessment component is summative or The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

4. Indicative resources

Core reading is available on blackboard.

Books

1. "The Innovator's Dilemma" by Clayton M. Christensen
Explores why successful companies fail to innovate and how they can avoid this trap.
2. "The Market Research Toolbox" by Edward F. McQuarrie

A practical guide for conducting market research and gathering valuable data.

3. "The Lean Startup" by Eric Ries – The Movement that is Transforming how new products are built and launched
4. "Reinventing Organisations" by Frederic Laloux
5. "The Power of Habits" by Charles Duhigg

Journals and Articles

1. "Journal of Product Innovation Management"
Academic journal covering the latest research in product development and innovation management.
2. "Harvard Business Review"
Articles on business strategies, market analysis, and innovation.

Diverse Authors:

1. "Marketing for Competitiveness: Asia to the World in the Age of Digital Consumers" edited by Philip Kotler, Hermawan Kartajaya, and Den Huan Hooi
Hermawan Kartajaya, an Indonesian author, contributes to this comprehensive guide on marketing strategies in the digital age.
2. "Disrupt Yourself: Putting the Power of Disruptive Innovation to Work" by Whitney Johnson
Whitney Johnson, a leading thinker on disruptive innovation, shares her insights and experiences as a woman in business.