

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Postgraduate Certificate in Business Administration
Module Title	Innovation and change
Module Syllabus No. (if any)	BAM310
Content	Many successful innovative organisations from start-ups to large established firms often have one thing in common - they are good at managing change to achieve sustainable competitive advantages in the form of new products and services or the way the organisation operates. Innovation thus plays a key part in the formation, development and growth of firms and innovation can involve combining knowledge from different parts of the world. The theories covered in this module can be applied globally. This module equips the participants with the knowledge and skills to manage innovation in today's rapidly evolving global marketplace.
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	One two-hour unseen written examination (70%) One 2,000 words assignment (30%).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Please refer to <a href="http://www.london.ac.uk">www.london.ac.uk</a> exam tables June, August/September, December and February/March
Recommended Text	Joe Tidd and John Bessant, <i>Managing Innovation: Integrating Technological, Market and Organisational Change</i> , Wiley, 2016
Additional Reference Texts (if any)	-
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Identify the core areas of technology innovation and understand the internal and external environments that foster innovation and strategic change including how these vary across the world Develop an in-depth understanding of the sources, processes and strategies of innovation
2	Analyse the types of opportunities in an organisation's internal and external environment that enable innovation and strategic change. Explain and analyse industry dynamics and organisational innovation and management processes in differing contexts
3	Critically appraise the nature of innovation and understand the implications for how firms can engage in strategic change. Evaluate how different technology strategies affect businesses and appraise the tools and methods used
4	The ability to construct arguments based on the interpretation of quantitative data. Effective written communication skills for formulating plans, strategies and outcomes
5	Time management skills (including working under time pressure) Analytical, problem-solving, and decision-making skills in the area of innovation
6	The ability to synthesise and use information and knowledge effectively to analyse organisational innovation
7	Digital and information literacy skills
8	Problem solving skills

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.