Innovation Management

Course Syllabus

School of Management, Zhejiang University

Course Code	20125070	Course Name	Innnovation Management
Teaching Hours	32	Credits	2

Course Introduction	Over the past two decades, management of technology and innovation has steadily emerged as an important and challenging area for both academic research and industry practice. This course is to provide a foundation of managing technology and innovation. The teaching, reading, and discussion will focus on the concepts, frameworks, and practices for analyzing how firms can create, commercialize, capture and protect the values from industrial innovations. The following parts will be included in this course: (1) innovation and innovation management (what is 'innovation'? What is the essence of innovation management? How to understand and design 'business model innovation'?); (2) innovation and strategy (how can we understand the dynamics of industrial innovation? How to formulate innovation strategy? How to protect the value from innovation? What are the context specificities of innovating in China and for China?); (3) innovation and change management (esp., how to design innovative organizations? How to manage the organizational change induced by innovation? How to manage disruptive innovation and organizational change?
Objectives	The course focuses on fostering students' innovation capability, help students learn the knowledge, patterns, characteristics, methods and practical skills of innovation management; cultivate the ability of putting forward, analyzing and solving problems.
Measurable Results	Individual assignment Team assignment

	Week	Contents
Teaching Schedules	1	1. Introduction: Why do we learn innovation management? 2. Innovation and reform in the era of mobile Internet

	2	3. What is innovation and indigenous innovation 4. Misunderstanding of innovation
	3	5. Misunderstanding of innovation 6. 6 major trends in global innovation management
	4	7. Disruptive innovation 8. Business model innovation
	5	9. Service innovation 10. Open innovation
	6	11. Innovation strategy 12. New products development process
	7	13. Design thinking 14. How to build innovative organizations 15. Internet thinking
	8	Innovation ideas show