



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Managing Innovation

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WHAT DO STUDENTS GAIN FROM THE STUDY AND FROM COMPLETING THIS SUBJECT

Studying this subject will give you the appropriate skills and knowledge to explore the importance of innovation and change for the individual and business.

After completing this subject, you will be able to...

- Understand the significance and importance of innovation and change in relation to business enterprises and not-for-profit organisations of all kinds.
- Critically appraise theories, tools and techniques appropriate to the management of innovation and change.
- Employ appropriate terms, concepts and vocabulary when describing and analyzing innovation and change.
- Identify the components of successful strategies for innovation and change.

Studying this subject will mainly give you an opportunity to continuously **consult your lecturer, an expert on the topic, about real problems, practical cases and situations**, and to design a solution to these problems in the form of practically oriented case study (essay) elaborated under the lecturer's guidance. As the consultations are not held in groups but only between you and the lecturer, you **can consult also sensitive company issues**, including specific data etc., without any worries about sharing this information with other students.

The output from this subject is thus a valuable document that can be immediately used in your own company or job, providing high value-added thanks to one-to-one consultations with an

EXAMPLES OF FIELDS AND TOPICS TO BE CONSULTED WITH THE LECTURER

- What is innovation
- Impact of culture
- leadership
- NIS
- Etc.
- More topics within the lecturer's area of competence can be agreed upon

COMPLETION OF THE SUBJECT

In order to complete the subject, students elaborates an **essay** in which they **address a specific topic from their practice** related to the given subject, or one of the **model topics prepared by the lecturer** (see below). The essay should contain **7-10 pages in the A4 format**, comprising at least **8 standard pages of text**. The evaluation of the essay is done by the lecturer and expressed in percentage. **50% and more** means that the student has **completed the subject successfully**.



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MODEL TOPICS FOR THE ESSAY
1. The impact of the individual on innovation
2. Strategy is the most important factor in innovation
3. Government influences on innovation
STUDY LITERATURE AND OTHER RESOURCES
Supporting study materials elaborated by the lecturer (available online in the study system)
E-books available online:
<ul style="list-style-type: none">• Tidd, B. and Bessant, J. (2014) Strategic Innovation Management, Chichester, Wiley.
Other study literature (Authors: Name, Publisher, Year of publishing, ISBN):
Andriopoulos, C. and Dawson, P. (2009) Managing Change, Creativity & Innovation, London Sage.
Mayle, D. (2006) Managing Innovation & Change (3 rd edition), London Sage
Other useful resources (videos, online professional groups, blogs, discussions etc.):
<ul style="list-style-type: none">• Relevant Academic Journal Articles