

Course Syllabus

1	Course title	Technology Innovation Management	
2	Course number	1605726	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	-	
5	Program title	MA Business Informatics	
6	Program code	1605	
7	Awarding institution	The University of Jordan	
8	School	School of Business	
9	Department	Management Information Systems	
10	Course level	2 nd year	
11	Year of study and semester (s)	First term 2022/2023	
12	Other department (s) involved in teaching the course	-	
13	Main teaching language	English	
14	Delivery method	XFace to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date		

17 Course Coordinator:

Name: Dr. Laila Dahabiyeh

Contact hours: Sun-Thur 1:30-2:30

Office number:

Phone number:

Email: Laila.dahabiyeh@ju.edu.jo



18 Other instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

As stated in the approved study plan.

This course discusses the basics of successful technology-driven innovation in both entrepreneurial and established firms and explores the fundamental connections linking core business strategy, technology, and innovation and how these functions intertwine to play a central role in process layout, systems, structural design, and product development, as well as supporting an organization's overall success. This course balances between essential business theory and extensive practical insights and real-world applications. Students will learn about innovation-based strategies as a source of competitive advantage and then examine how to build organizations that excel at identifying, building, and commercializing technological innovations.

20 Course aims and outcomes:A- Aims:

- Introduce students to meaning of innovation and digital innovation and innovation as a core business process.
- Explain the innovation strategy and how to build innovative organization
- Discuss the different types and sources of innovation

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	PLO (4) Evaluate critically, analyze, and interpret information to identify and solve business problems as related to the strategic application of information systems.	PLO (6) Demonstrate and exercise decision-making in complex and unpredictable situations, and the ability to work within a team in an interdisciplinary and multi-cultural environment.	PLO (7) Develop the skills required for self-managed and continuing professional development and demonstrate a deep and systematic understanding of the role and application of Information Technology and automation in professional practice.	PLO ()
1. Explain the meaning of innovation, and digital innovation	X			
2. Compare between the different types and sources of innovation	X	X	X	
3. Assess how capabilities contribute to competitive advantage through innovation	X	X	X	
4. identify and manage risk and uncertainty	X	X		
5. Understand the different ways that innovation	X	X	X	

can create and capture value				
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21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources /case studies
1	1.1	Chp. 1+3	SLO1+2	Face-to-face		Sync.	Presentat ion + essay + exams	
	1.2							
	1.3							
2	2.1	Chp. 1+3	SLO1+2	Face-to-face		Sync.	Presentat ion + essay + exams	Model T case study
	2.2							
	2.3							
3	3.1	Chp. 2+3	SLO1+2	Face-to-face		Sync.	Presentat ion + essay + exams	Yoo et al.: Research Commentary: The New Organizing Logic of Digital Innovation: An Agenda for Information Systems Research

								n Systems Research 21(4), pp. 724-735
	3.2							
	3.3							
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
4	4.1	Chp. 4	SLO3	Face-to-face		Sync.	Presentat ion + essay + exams	ZARA case study
	4.2							
	4.3							
5	5.1	Chp. 5	SLO3	Face-to-face		Sync.	Presentat ion + essay + exams	Scott, 2020 - Hong Kong case study
	5.2							
	5.3							
6	6.1	Chp. 6	SLO2	Face-to-face		Sync.	Presentat ion + essay + exams	Lufthansa case study
	6.2							
	6.3							
7	7.1	Chp. 7	SLO2	Face-to-face		Sync.	Presentat ion + essay + exams	
	7.2							
	7.3							

8	8.1	Chp. 8+11	SLO2	Face-to-face		Sync.		
	8.2							
	8.3							
9	9.1	Mid-term exam		Face-to-face		Sync.		
	9.2							
	9.3							
10	10.1	Chp. 9	SLO4	Face-to-face		Sync.	Presentat ion + essay + exams	Cisco case study
	10.2							
	10.3							
11	11.1	Chp. 10	SLO1+2	Face-to-face		Sync.	Presentat ion + essay + exams	
	11.2							
	11.3							
12	12.1	Chp. 13	SLO5	Face-to-face		Sync.	Presentat ion + essay + exams	
	12.2							
	12.3							
13	13.1	Presentation		Face-to-face		Sync.	Presentat ion + essay + exams	
	13.2							
	13.3							

14	14.1	Presentation		Face-to-face		Sync.	Presentat ion	
	14.2							
	14.3							
15	15.1							
	15.2							
	15.3							

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Presentation	10	TBD	SLO1-5	Weeks 13,14 or throughout the term	On campus
Essay	20	TBD	SLO1-5	Week 13	E-learning
Mid-term exam	30	Chp1-7	SLO1-3	Week 9	On campus
Final exam	40	All topics covered	SLO1-5	22/01/2023	On campus

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

24 Course Policies:



- A- **Attendance policies:** Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.
- B- **Absences from exams and submitting assignments on time:** Based on university bylaws.
- C- **Health and safety procedures:** Based on university bylaws
- D- **Honesty policy regarding cheating, plagiarism, misbehavior:** Based on university bylaws
- E- **Grading policy:** as specified above.
- F- **Available university services that support achievement in the course:** The University Library

25 References:

A- Required book(s), assigned reading and audio-visuals:

Tidd, J. and Bessant, J.R., 2020. *Managing innovation: integrating technological, market and organizational change*. 7th ed. John Wiley & Sons.

B- Recommended books, materials, and media:

Case studies given to students throughout the course.

26 Additional information:

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Name of Course Coordinator: Laila Dahabiyeh -Signature: ----- Date: -02/10/2022
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: Dr. Hazar Hmoud -- Signature: -----
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: -Prof Raed Masa'adeh ----- Signature: -----