



Abu Dhabi University
College of Business
Course Syllabus

Master of Engineering Management Program
Innovation and Entrepreneurship

---Semester ----

Course Name:	Innovation and Entrepreneurship
Course Code:	MEM510
Course Pre-requisites:	
Course Co-requisites:	
Credit hours:	3

Instructor's Name:	----	E-mail:	----
Telephone:	----	Class Time:	----
Class Location:	----	Office Hours:	----
Office Location:	----		

1. Course Description

This course focuses on coverage of the topics of managing technological innovations for products and services and creating successful organizations. It aims at providing rich exposure to the students on management of innovation in manufacturing and information technologies. It also explains how to become an entrepreneurial leader by defining and developing opportunities and bringing together the resources and capabilities needed to make it happen. Topics covered include: disruptive technologies, strategic management of technology, new product development, technological change management, corporate entrepreneurship and innovation, diffusion of innovation, and chain of innovation activities. The knowledge and skills acquired in this course will be applied in a term project that includes, as an essential component of the project, the ethical issues related to intellectual properties of innovative ideas. The project will be presented at the end of the semester.

2. Weekly Outline

The weekly outline will serve as the course roadmap. **Ensure that you clearly understand the requirements and due dates listed. Make sure you know how to use the tools within Blackboard before you begin the course.**

If you need assistance, reach out to your instructor for guidance.

Week	Topics	Required Reading	Assignments (See Section 3 for description and due dates)
Week 1	Introduction	Ch.1, 5	<ul style="list-style-type: none"> • Week 1 Discussion Assignment, Innovation • Week 1 Discussion Assignment, Creativity • Week 1 Quiz
Week 2	Disruptive Innovation	Ch.7,10,11	<ul style="list-style-type: none"> • Week 2 Discussion Assignment, Open Innovation • Week 2 Assignment, Team Project
Week 3	New Products and Services	Ch.2, 3, 4, 17	<ul style="list-style-type: none"> • Week 3 Discussion Assignment, Innovation Project Idea • Week 3 Chapter Assignment, Organization Innovation and Green Supply Chains • Week 3 Project Assignment, Organization Audit
Week 4	Business Plan Requirements	Ch.	<ul style="list-style-type: none"> • Week 4 Discussion Assignment, feasibility analysis • Week 4 Project Assignment, business plan
Week 5	New Ventures	Ch.	<ul style="list-style-type: none"> • Week 5 Discussion Assignment, start-ups
Week 6	Course-wraps	Ch.	<ul style="list-style-type: none"> • Week 6 Discussion Assignment, phases-start-up to growth.

3. Assessment of Student Learning

Assessment Weights and Descriptions

(Note for Instructor: Please ensure this information is accurate and aligns to the revised Blackboard course environment.)

Assessment Tool	Percentage	Description
Blackboard Assignments	5%	Largely it will be based on your contribution in virtual/online discussions forums or assignments on the Blackboard. Estimated Out-of-Class Preparation Time: 10 hours
Week 1: Assignment [Aligned CLO(s):____] [Date:_____]	10%	Individual Assignment that requires students to select and analyze CSR activities of selected local firms that comply with SDGs Estimated Out-of-Class Preparation Time: 10 hours
Week 2: Assignment [Aligned CLO(s):____] [Date:_____]	10%	Individual Assignment to be completed using spreadsheet software to analyze return and risk measures of financial securities Estimated Out-of-Class Preparation Time: 10 hours
Project [Aligned CLO(s):____] [Date:_____]	25%	Comprehensive project on analyzing financial performance of a company. Estimated Out-of-Class Preparation Time: 25 hours
Mid-Term Exam [Aligned CLO(s):____] [Date:_____]	25%	It will cover all assigned reading material whether or not it was discussed in class or lecture. The midterm will be closed book, notes, and web. Estimated Out-of-Class Preparation Time: 20 hours
Final Exam [Aligned CLO(s):____] [Date:_____]	25%	It includes all previously covered topics and will consist of a variety of question types. Estimated Out-of-Class Preparation Time: 20 hours

4. Grading Key

Grade	Percentage	Description	Grade Point
A	90-100	Excellent	4

B+	85-89	Very good	3.5
B	80-84	Good	3
C+	75-79	Very Satisfactory	2.5
C	70-74	Satisfactory	2
F	Less than 70	Fail	0.0
I		Incomplete	0.0

5. Pedagogy – Learning Process

The teaching methodology for this course is highly interactive and collaborative. Classes will include lectures, group discussion, cases analysis, group presentations, and other similar activities. Instruction is geared towards promoting themes of “active” and “continuous” learning. The course requires at least 90 hours of out-of-class learning activities, as indicated in Section 3 - 5. You are expected to read the text or other assigned reading outside of class and participate in critical evaluation of the material through class discussion. Time in class will revolve around the following learning approaches:

- Lectures;
- Informal discussions; questions & answers
- Problem solving
- Case/Project presentation and formal discussions

6. Textbooks and Learning Material

a. Textbook/E-Book:

- Bessant, J. and Tidd, J. (2015), *Innovation and Entrepreneurship*, 3rd edition, Wiley, ISBN: 978-1-118-99309-5

Journals:

- Journal of Business Ethics
- Journal of Financial Management
- Journal of Finance
- Journal of Financial Economics

a. Technology and Software:

- MS Word and Excel
- Bloomberg
- Respondus Lockdown

b. Others (References, Internet Websites):

permitted to take a make-up exam, if its weight is at least 10% of the course total mark upon approval of a legitimate excuse.

Exams/Tests will be repeated when serious reasons similar to the following take place and documented evidence are submitted to the Office of the Registrar on the day student returns to class.

- Hospitalization,
- Contagious Disease,
- Death, may God forbid, of an immediate family member (father, mother, sibling, husband, son, daughter, grandparent),
- Car Accident,
- Job Requirement (special assignment), with prior written approval from the Office of the Registrar
- Al Haj

Al Umra

Al Umra trips are not valid excuses for students to be absent.

In the case of excused absence for a final exam, the student has to apply for an Incomplete (I) grade at the Office of the Registrar within 48 hours of the exam.

8. Academic Integrity

The mission of ADU includes developing students' sense of ethics, morality, and social responsibility. Students at ADU have the fundamental obligation to conduct themselves with utmost integrity. To ensure an education environment characterized with Academic integrity (AI), ADU has revised its Academic Integrity Policy (AIP).

The revised Academic Integrity Policy (AIP) – copies available on the intranet under the link of the Office of Academic Integrity (OAI) – has identified violations of AI punishable by serious penalties, including “dismissal” from ADU. The types of violations identified in AIP, along with the description and examples of each violation, are:

1. Cheating
2. Plagiarism
3. Fabrication of data
4. Presenting false credentials
5. Collusion
6. Free Riding

At the beginning of each semester, your instructor will review the essential elements of AIP in class and will describe the intrinsic values of compliance, and the consequences of non-compliance (i.e., penalties) with the Policy. In addition, OAI undertakes a widespread AI Awareness Campaign at the beginning of each semester to educate students about AI issues and the ways students can avoid violations.

In view of resources provided by ADU in this regard, all students are expected to strictly comply with the tenet of AIP and conduct themselves with highest degree of integrity and ethical conduct. Students in need of additional information or assistance are requested to seek help from OAI. Failure to comply with the provisions of AIP will have severe consequences, including “dismissal” from ADU.

9. Miscellaneous

- Students should be aware that for each hour of in-class time, a further two to three hours (on average) of independent study (out-of-class time) is required.
- **Mobile phones:** A student whose mobile phone rings during class will be asked to leave the classroom and will receive a half absence. Should this happen during an exam, the student will not be allowed to retake the exam at another time, while at the same time receiving a full absence.
- **Eating/Drinking/Smoking:** Students will be requested to refrain from engaging in these activities while in class.
- Only emails from university-provided email accounts will be recognized and used in this course.

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