

# Unit 8: Innovation and Commercialisation

**Unit code** M/508/0494

**Unit Level** 4

**Credit value** 15

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## Introduction

This unit aims to equip students with a comprehensive understanding of innovation and commercialisation.

In today's competitive landscape it is critical that organisations continually innovate both their product offering and processes to ensure that they remain competitive in the market. Furthermore, adopting a more commercially driven approach is vital to maximise the Return on Investment (ROI).

In this unit, we will look at a number of tools and techniques organisations use to drive innovation and become more commercial in their approach. The aim of the unit is to give students cutting-edge knowledge as well as practical application of the key ways organisations become more innovative while remaining commercially driven.

## Learning Outcomes

By the end of this unit a student will be able to:

- 1 Explain the context for innovation and determine the difference between invention and innovation.
- 2 Explain the different types of innovation.
- 3 Discuss the process required to commercialise innovation.
- 4 Evaluate the range of methods for protecting ideas and understand their advantages and disadvantages.

## Essential Content

### LO1 Explain the context for innovation and determine the difference between invention and innovation

#### *Innovation vs invention:*

Definition of innovation and commercialisation, taking into consideration the challenges this creates for small businesses.

Definition of invention and how invention is created.

Turning invention into innovation and sources of innovation.

#### *Innovation management:*

Creating a structure and culture of innovation; getting the organisation to know the difference between invention and innovation.

Developing innovation vision and leadership, entrepreneurial teams and innovation networks.

### LO2 Explain the different types of innovation

#### *Processing different types of innovation:*

The use of the innovation funnel to manage new solution/idea development.

Overview of the different types of innovation with a focus on disruptive and incremental innovation, and exploring pros and cons of each approach.

The 4Ps and innovation space strategy.

The development of frugal innovation in response to necessity vs market driven innovation.

### LO3 **Discuss the process required to commercialise innovation**

#### *Commercialisation of innovation:*

Adopting the New Product Development (NPD) and commercialisation funnel to drive new products to market; building the Innovation Business Case, in-market testing and iteration routes to market and market launch.

#### *Planning innovation:*

The impact of advanced technology and information management on research, testing and developments methods.

Consideration of big data and cognitive systems to predict behaviours and future trends, social media and constructing multimedia platforms for promotion and distribution.

#### *Accessing funding and resources:*

The reasons why an organisation would want to access funding (e.g. product development, marketing) and the different types of funding sources available.

Consideration of resources a small business may require to commercialise their offering (e.g. office space, etc.)

### LO4 **Evaluate the range of methods for protecting ideas and understand their advantages and disadvantages**

#### *Intellectual property:*

The definition of intellectual property (IP).

Exploiting knowledge and intellectual property rights.

Overview of key IP tools including copyrights, trademarks, design rights and patents.

The role of branding in protecting the innovation and the limitations of IP in an international context.

The implications of growth of open source and open innovation platforms upon IP.

## Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<b>LO1</b> Explain the context for innovation and determine the difference between invention and innovation		<b>LO1 and LO2</b>  <b>D1</b> Critically analyse how innovation is developed, embedded and measured in an organisational context.
<b>P1</b> Explain innovation and determine its importance to organisations in comparison with invention.  <b>P2</b> Explain how organisational vision, leadership, culture and teamwork can shape innovation and commercialisation.	<b>M1</b> Analyse different sources of innovation, and how organisations can foster and develop an environment and culture of innovation.	
<b>LO2</b> Explain the different types of innovation		
<b>P3</b> Explain the 4Ps of innovation and explain the use of the innovation funnel to examine and shape innovative ideas.  <b>P4</b> Explain developments in frugal innovation and provide examples of how it is used in an organisational context.	<b>M2</b> Analyse and apply the innovation funnel in an organisational context.  <b>M3</b> Appraise the role of frugal innovation in an organisational context.	

Pass	Merit	Distinction
<p><b>LO3</b> Discuss the process required to commercialise innovation</p>		<p><b>LO3 and LO4</b></p> <p><b>D2</b> Critically evaluate the nature of innovation and the context in which it is developed, providing evidence-based judgements on how organisations can overcome challenges to develop successful innovations.</p>
<p><b>P5</b> Explain the importance of the commercial funnel and the application of New Product Development (NPD) processing for commercialisation of innovation.</p> <p><b>P6</b> Build an Innovation Business Case for an organisation, including ways to access funding.</p>	<p><b>M4</b> Build a detailed Innovation Business Case which includes how to measure its overall effectiveness using appropriate techniques available to test, iterate and improve.</p>	
<p><b>LO4</b> Evaluate the range of methods for protecting ideas and understand their advantages and disadvantages</p>		
<p><b>P7</b> Evaluate the different tools that organisations can use to develop, retain and protect knowledge and intellectual property.</p>	<p><b>M5</b> Present supported evidence-based evaluation of these different tools in the context of the wider business environment.</p>	

## Recommended Resources

### Textbooks

BESSANT, J, and TIDD, J. (2015) *Innovation and Entrepreneurship*. 3rd Ed. Oxford: Wiley.

DRUCKER, P. (2006) *Innovation and Entrepreneurship*. London: Harper Business.

MATTHEWS, C and BRUEGGEMANN, R. (2015) *Innovation and Entrepreneurship: A Competency Framework*. London: Routledge.

TROTT, P. (2012) *Innovation Management and New Product Development*. Harlow: Pearson.

VALIKANGAS, L. and GIBBERT, M. (2015) *Strategic Innovation: The Definitive Guide to Outlier Strategies*. London: Pearson FT Press.

### Links

This unit links to the following related units:

*Unit 9: Entrepreneurship and Small Business Management*

*Unit 22: Product and Service Development*

*Unit 27: Identifying Entrepreneurial Opportunities*

*Unit 28: Launching a New Venture*

*Unit 42: Planning for Growth*