



# BABCOCK UNIVERSITY

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**SCHOOL: MANAGEMENT STUDIES**

**DEPARTMENT: INFORMATION RESOURCES MANAGEMENT**

**SEMESTER/SESSION: 2<sup>nd</sup> SEMESTER 2017/18**

**COURSE CODE AND TITLE: IRMA 892: KNOWLEDGE AND INNOVATION MANAGEMENT FOR INFORMATION PROFESSIONALS**

**DAY OF CLASS: TUESDAY**

**NO OF UNITS: 2**

**TEACHER'S NAME: PROF. ROSALINE OPEKE  
OFFICE ADDRESS: ROOM 310, BLOCK C, BBS  
VENUE FOR CLASS: NEW PG SCHOOL ROOM 1**

**CONSULTATION DAY/HOURS: TUESDAY/WEDNESDAY 10-12AM OR BY APPOINTMENT**

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## **COURSE DESCRIPTION**

Following on the courses taught in the previous core course, emphasis will be placed knowledge sharing platforms for national and international businesses. The second area of emphasis will be innovation management. In this course, students will learn how organizations are trying to make the transition to open innovation. Emphasis is placed on knowledge sharing, collaboration, innovative networks and new competition (open source development).

## **COURSE CONTENT**

Knowledge sharing; collaborative/communicative/contextual knowledge management (KM). The potential of KM in support of innovation. Developing an organization's innovative capabilities. Open innovation. Managing R&D; Managing intellectual property. Product development and management; Branding strategies. Managing a high performance team of technical and innovative workers; managing technology and innovation in Nigeria.

## **COURSE PHILOSOPHY**

Organizations, whether they be government,, institutions, private or business have to be innovative to survive in today's highly competitive and dynamic world, a world where new services and products are regularly introduced and where it is increasingly difficult to differentiate among them. Knowledge and its effective management are the factors that determine the innovations capacity of an organization. Innovation depends on an organization's or institution's ability to use new knowledge from internal or external sources to improve the performance of organizational products, services or processes that will result in growth and competitive advantage.

Organizations will need to recruit and develop experts with skill in knowledge management practices and implementation that will aid organizational growth, drive innovation and competitive intelligence through better use of collective knowledge resources.

## **COURSE OBJECTIVES**

All the end of this course, students will be able to:

1. identify approaches that organizations may take to make a significant contribution to organizational knowledge processes.
2. discuss and analyze how the management of knowledge is essential for an enterprise to achieve a position of competitive edge in the global knowledge place.
3. recognize the meaning, nature and strategic importance of innovation for all organizations.
4. evaluate the new product/services/practices of an organization and the success factors in new product/ services/ practices development.
5. acquire the capability to lead and combine innovation and knowledge management strategies.

## **GUIDELINES FOR WRITTEN WORK**

1. Assignments/seminar papers will be evaluated according to the following criteria,
  - clarity of expression
  - strength of the argument
  - accuracy in the use of concepts and theories in the presentation of the views of others
  - completeness. Doing all the parts of the assignment and submitting
2. Papers shall be written using double lines spacing, 12 fonts. They shall have abstracts, key words, word count and a reference section that documents all sources used.
3. Papers shall have purpose, which will be clearly stated. Structure and layout of the paper should be clearly stated.
4. You are expected to present your comments and reflections in your paper, critically discussing exiting knowledge while at the same time, projecting your own thought.

## **REQUIRED TEXTBOOKS/ JOURNALS**

1. Jennex, Murray E. (2007) knowledge management in modern organizations ISBN-13:9781599042619.
2. Davenport, Thomas and Prusak, Lawrence (2010) Working Knowledge: how organizations manage what they know ISBN-13:9781578513017.
3. Barns, Stephanie and Milton, Hick (n.d) Designing a successful KM strategy: a guide for the knowledge management professional. ISBN 13: 978-1573875103.
4. Hariharam, Arun (2015) The strategic knowledge management handbook: driving business results by making tacit knowledge explicit.
5. Newell, Sue, Robertson, Maxine, Scarbrough, Harry and swan, Jacky (n.d. ) Managing knowledge work and innovation 2<sup>nd</sup>ed ISBN- 13: 9780230522015.
6. Troth, Paul (2005) Innovation management and new product development. ISBN: 0.273686437.

## PROPOSED DAILY/WEEKLY OUTLINE OF SCHEDULE

DATE	TOPIC	CLASS ACTIVITIES	ASSIGMENTS DUE
1 <sup>st</sup> Week	Introduction of the course and discussion of the course outline. An overview of knowledge management and knowledge sharing.	Discussion and clarification of basic concepts in knowledge management and knowledge sharing; expectations from the course.	
2 <sup>nd</sup> Week	Knowledge management in multinational corporations: Managing people, technology process and context.	Class discussion on building KM culture and structure; developing and promoting successful KM programs	
3 <sup>rd</sup> Week	Promoting knowledge sharing particularly in multinational corporations.	Class discussion on purpose of knowledge sharing and factors that promote knowledge sharing, motivation to share, opportunities to share, organization culture. Platforms of knowledge sharing. Knowledge sharing tools. Barriers and benefits of knowledge sharing.	
4 <sup>th</sup>	Introduction to innovation and its management	Discussion will centre around basic definitions, meaning, concepts and importance of innovation; the complex nature of innovation management; innovation as a management process.	
5 <sup>th</sup> Week	Phases of innovation, types and degrees of innovation.	Discussion of different models of the innovation process, e.g. pipeline model and black box model; product/service innovation, process innovation, Business process innovation, Business Model innovation, technological innovation, radical versus incremental innovation.	
6 <sup>th</sup> Week	Managing innovation within organizations.	Dilemma of innovation management. Managing uncertainty. Organizational characteristics that facilitate the innovation process. Organizational structures and innovation. Establishing and promoting an innovation environment	
7 <sup>th</sup> Week	Managing Research and Development (R&D)	Concept of R&D; categories, uniqueness and changing nature of R&D management; elements of R&D: people, specializations, staffing, ideas, organizational cultures, functions. Management methods to develop and encourage a productive R&D team. Leadership and motivation in the management of R&D	
8 <sup>th</sup>	Managing intellectual capital	Overview of intellectual property (IP). Categories of IP: patents, trademarks,	

		copyright, registered design etc. role of IP in innovation. Identifying key intellectual assets capturing, protecting and developing IP. Intellectual capital management and open innovation using intellectual assets as basis for partnering, licensing and financial.	
9 <sup>th</sup>	Managing New Products/services	Level of product / service management; categories of new product/services; process of New Product Development, level of product development, factors influencing New Product Development	

10 <sup>th</sup> Week	Branding product/services	Discussion on what a brand is, approaches to branding; designing brand strategies. Brand values; brands and image; benefits of a strong brand image to the organization and to the customer. Role of emotion and stories in acceptance of innovative ideas.	
11 <sup>th</sup> Week	Product and brand strategy	Product platforms, product planning, the competitive environment; differentiation and positioning of product. Competing with other products; market entry, launching and continuing improvements and managing brands, mature products, withdrawing products.	
12 <sup>th</sup> Week	Managing collaborations, Networks, Alliances in open innovation.	Knowledge Management and sharing among multiple actors in the context of open innovation. Definition and meaning of open innovation. Factors promoting open innovation (or collaboration). Process of forming strategic alliance & networks; risks and limitations with strategic alliance.	
13 <sup>th</sup> Week	Case studies	Practical examples of topics treated plus Revision.	