**MAN4741  Change and Innovation Management**

In this course, the student will study the concepts and strategies for change management and diffusion of innovation. Topics covered include, but are not limited to, implementing change, becoming a learning organization, innovation process management, and technology forecasting. (3 hr. lecture)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will be able to understand challenges managers face today in managing innovation by: | 3. Critical thinking  
4. Information Literacy  
6. Social Responsibility |
| 1. Recognizing the need and desire on being creative and innovative.  
2. Utilizing imagination to add value and develop structures.  
3. Identifying systems and incentives that encourage and implement innovation. | |
| **Competency 2:** The student will be able to comprehend and evaluate the relationships among subordinates by: | 1. Communication  
5. Cultural / Global Perspective |
| 1. Evaluating the levels of group and organizational creativity.  
2. Analyzing the different techniques for ideation. | |
| **Competency 3:** The student will describe different characteristics of an innovative organization by: | 2. Numbers / Data  
3. Critical thinking  
4. Information Literacy  
6. Social Responsibility |
| 1. Measuring the dimensions of the organization.  
2. Measuring the degrees of the organization.  
3. Measuring the sources of the organization. | |
| **Competency 4:** The student will demonstrate an understanding of the challenges in managing discontinuous innovation by: | 3. Critical thinking  
4. Information Literacy  
6. Social Responsibility  
8. Computer / Technology Usage |
| 1. Determining emerging changes early in the process.  
2. Organizing and acting promptly to correct them. | |
| **Competency 5:** The student will demonstrate an understanding on the strengths and weaknesses of a company’s innovative capabilities and opportunities and threats within the external environment by: | 3. Critical thinking  
4. Information Literacy  
6. Social Responsibility |
| 1. Conducting an innovative specific SWOT Analysis. | |

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<td>2.</td>
<td>Providing recommendations on current organizational strategies.</td>
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<td>3.</td>
<td>Developing an action plan for an effective innovative management system.</td>
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