

# THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

## COURSE UNIT DESCRIPTION

Course Unit Title	<b>INNOVATION, VALUE CREATION AND VALUE CAPTURING</b>	
Course Unit Code	MA215	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First/Second year	
Number of ECTS Credits	6.0 ECTS	
Course Unit Objectives	The objective of this course is to help students understand how to create value and find new market application for technologies, products and services in the marketplace, as well as, become familiar with the importance of incremental and radical innovation in modern organizations.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Describe how diverse business tools and techniques can be used to innovate and grow in a complex and ever changing environment.
	CILO 2	Increase value for customers and the company while also lowering costs.
	CILO 3	Explain how to integrate customers' and stakeholders' inputs into the development and selection of ideas in order to bring them to the market.
	CILO 4	Demonstrate how to find unexplored opportunities and present a value proposition that brings added value to the market.
	CILO 5	Illustrate how to build unique experiences for the customer in blue oceans and highly saturated markets.
	CILO 6	Explain how to use business models to support the launch of products, technologies and services and achieve sustainable performance.
	CILO 7	Integrate a wide range of activities to implement Value Creation Radar and develop the Value Creation Framework.
Name of Lecturer(s)	Dr. Luis Lages	
Mode of delivery	Face to face	
Prerequisites or corequisites	None	
Course Content	Innovation and Entrepreneurship across Global Markets	1,2
	Transference of Technologies, Products and Services to the Market	2,7
	Inputs for Idea Generation and Brainstorming	1,2,4
	Customer experience and Stakeholder Orientation (Who cares? What do they care about?)	3
	Selection Process: Brainstorming and Filters for Value Creation and Growth	4

	Blue Ocean Strategy and Competitive Advantage in Red Oceans	5
	Business Model and Market Launch	6
	Final Presentation of Value Creation Radar	7
Recommended or required reading	<p>Shapiro, B.P. &amp; Bonoma, T.V. (1984). <i>How to segment industrial markets</i>, HBR, 62(3), 104-110</p> <p>Yankelovich, D., Meer, D. (2006). <i>Rediscovering market segmentation</i>. HBR, 84(2), 122-131</p> <p>DeLong, T.J. &amp; Vineeta, V. (2012). <i>Should you listen to the customer?</i> HBR, Sept, 129-131</p> <p>Kim, W.C. &amp; Mauborgne, R. (2004), <i>Blue Ocean Strategy</i>, HBR, 82(10), 76-84</p> <p>Blank, S. (2013), <i>Why the lean start-up changes everything</i>, HBR, 91(5), 63-72</p>	
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises; team work; peer evaluations; video case studies; article reviews; student presentations	
Assessment methods and criteria	<p>30% Assignment</p> <p>70% Final Exam</p>	
Language of Instruction	English	
Work Placement(s)	Not applicable	