



浙江大學

MGMT 975

Applied Project Innovation and Management

# MGMT 975

## Applied Project Innovation and Management

### Instructor Contact Details

Lecturer-in-charge: Dr. LEI Linan

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Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China

Consultation Time: Book appointment by sending email  
to:wlwyxy\_29@zju.edu.cn

### Teaching Times, Modes and Locations

Course Duration: June 28 2026 - July 17 2026

Modes: Face-to-face

Location: Huajiachi Campus, Zhejiang University via face-to-face

### Academic Level

Postgraduate

### Credit Points

The course is worth 6 units of credit point.

### Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long course.

### Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

### Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

### Course Description

Innovation is a key driver of organisational competitiveness and economic development. This course examines how innovation can be initiated and managed within project-based settings, including both the integration of innovative practices into projects and the management of projects specifically designed to deliver innovation in products, systems, or processes. The course addresses the challenges of uncertainty and risk in innovation projects, and explores governance structures, collaboration, and networks that support innovation at the project, organisational, and inter-organisational levels. Through applied case studies, students develop practical insights into managing innovation in complex project environments.

### Prerequisite

N/A

### Learning Resources

- Tidd, J. and Bessant, J. R., *Managing Innovation: Integrating Technological, Market and Organizational Change*, 8th Edition, John Wiley & Sons, 2024.
- Davila, T., Epstein, M. J. and Shelton, R., *Making Innovation Work: How to Manage It, Measure It, and Profit from It*, 2nd Edition, FT Press, 2012.

### Learning Objectives

Upon successful completion of this course, students will be able to:

- Explain how innovation initiatives interact with project structures and organisational contexts across different industries.
- Evaluate the role and impact of innovation on organisational performance and decision-making in diverse business environments.
- Apply appropriate innovation and project management methodologies to support effective project delivery under conditions of uncertainty.
- Assess mechanisms for monitoring, controlling, and governing innovation projects throughout their lifecycle.
- Integrate innovation principles into key phases of the project management process, from initiation to delivery.
- Compare and interpret alternative project and innovation methodologies, and justify their suitability for different organisational and project contexts.

### Course Delivery

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

## Topics and Course Schedule

WK	Topic	Activities
1	Innovation and value creation. Innovation in project-based environments.	Lecture; Tutorial
1	Innovation process and lifecycle perspectives. From idea generation to delivery.	Lecture; Tutorial
1	Organisational contexts for innovation. Uncertainty and risk in innovation projects.	Lecture; Tutorial
1	Intellectual property and innovation governance. Protection, ownership, and value capture.	Lecture; Tutorial
1	Organisational structures and culture for innovation. Aligning innovation strategy with project execution.	Lecture; Tutorial
2	Opportunity identification and early-stage learning. Managing uncertainty in exploration phases.	Lecture; Tutorial
2	In-class Test	Closed book
2	Selection and prioritisation of innovation initiatives. Decision-making under uncertainty.	Lecture; Tutorial
2	Implementation and delivery of innovation projects. Coordination, control, and adaptive execution.	Lecture; Tutorial
2	Diffusion of innovation outcomes. Performance evaluation and feedback mechanisms.	Lecture; Tutorial
2	Collaboration and partnerships in innovation. Innovation ecosystems and value co-creation.	Lecture; Tutorial
3	Open innovation models. Knowledge sharing across organisational boundaries.	Lecture; Tutorial
3	Role of government and institutions in innovation. Innovation policy and regulatory environments.	Lecture; Tutorial
Weekly	Group-based innovation project. Application of innovation frameworks to project contexts.	Lecture; Tutorial
3	Independent Study & Revision	Tutorial
3	Final exam	Closed book

## Assessments

Class participation	15%
In-class Test	15%
Assignments	20%
Final exam	50%

## Pass Requirement (Double Pass Rule)

To pass this course, students are required to achieve:

- an overall mark of 50% or above, and
- a pass mark (50% or above) in the Final Examination.

Students who achieve an overall mark of 50% or above but do not achieve a pass in the Final Examination will receive a fail grade for the course.

### Grade Descriptors

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

#### **High Distinction 85-100**

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
- All criteria addressed to a high level.

#### **Distinction 75-84**

- Treatment of material evidences an advanced understanding of ideas
- Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
- All criteria addressed strongly.

#### **Credit 65-74**

- Treatment of material displays a good understanding of ideas
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

#### **Pass 50-64**

- Treatment of material indicates a satisfactory understanding of ideas. Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

#### **Fail 0-49**

- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

### Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for

knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

### Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.