

University of Illinois Chicago**IDS594 / MGMT 582: Innovation & Technology Management (26352)****Fall 2012 Course Syllabus**

Instructor:	J. Christopher Westland
Text:	Westland, <i>Global Innovation Management</i> ; London:Palgrave
Time and Venue:	Monday 06:00 PM - 08:30 PM 2BH 208
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Course Description & Objective

Innovation – both the word, and its practice – have grown pervasive throughout industry, with the business press devoting cover stories and page after page of prose to the latest innovations destined to change our lives and enrich their inventors. CEOs invoke the mantra of innovation to justify corporate strategy. New courses in marketing, strategy, finance and other functional areas in business schools have emerged that are devoted to explaining the role of innovation.

This course provides the student with a survey and case studies of successful innovations, their components, strategies and financial structure. The course combines entrepreneurial, strategic, marketing, legal, societal and financial themes in support of innovative businesses and products. Students who intend to start up their own businesses and those planning on extending the product lines of established firms will benefit from the material in this class. The course addresses the design of effective strategies given particular technological capabilities and competitive markets; and provides tools for the financial analysis that are essential for obtaining venture capital.

Evaluation

The course material builds your skills cumulatively, and in consequence, it will be important for students to keep up with the material. Class participation is graded based on student participation in practicum and profile exercises. Additionally there will be a final project that is cumulative and is intended to combine all of material we have covered in the semester. Students are expected to be prepared to discuss (i.e., to have read prior to class) all of the assigned material for that particular class. Each of these sets of material will have the following impact on final grade

Examinations	20% x 2
Project	40%
Class Participation	20%

Good luck! I hope you find the course enlightening and enjoyable.

Class Schedule

Each 2.5 hour class session will cover a particular topic in innovation. Approximately 50% of class time will be allocated to presentation of concepts and key points; the other 50% will be spent on analysis of case studies, with action-oriented workouts to get you to think analytically about electronic market business models.

<i>Date</i>	<i>Topic</i>	<i>Chs</i>	<i>Workouts</i>	<i>Case Studies</i>
27-Aug	Innovation, Globalization & Commoditization	1	Reversing Assumptions	{iPod + iTunes}
3-Sep	LABOR DAY - OFF			
10-Sep	(Innovation as a Science Innovation Toolbox)	2	Attribute Segmentation	Euphoric Paxil
17-Sep	Customer Experience: Assessing Potential & Capabilities (Inst: Dr. Treleaven, Via Strategy Group)	3 & 5	Mind Maps	Viagra's Rise
24-Sep	Business Models (Inst: Dr. Treleaven, Via Strategy Group)	4	Morphological Boxes	Games @ Mad Catz
1-Oct	Service Innovations	6	Forced Splits	Amazon's Identity Crisis
8-Oct	Protecting Innovations & Risk Strategies	7	Evaluating Risk: Secrets	Hitachi's Changing Patent Strategy
12-Oct	Entrance Strategies for Innovations	8	Force Field Analysis	Triumph & Victory
15-Oct	Technology and the Growth of Productivity	9	Visualization	Yamaha Piano
22-Oct	First Examination			
29-Oct	Communities, Networks and Reputation	10	Branding through Inductive Reasoning	Craigslist
5-Nov	Financing Innovation Ventures	11	Evaluating Risk: Scenario Analysis	eBay's Network Externality
12-Nov	Managing Creativity	12		Interview with Jazz vibraphonist Gary Burton
19-Nov	Second Examination			
26-Nov	Innovation, Economics & Society	13	Brainstorming	Meade
3-Dec	Project Presentations			