



**Course Outline 2012**  
**MGMT 744 : INNOVATION (15 POINTS)**  
**Semester 2, (1125)**

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**Course Prescription**

Advanced study of innovation management theories and practice. Independent empirical research in the field of innovation management is included. This serves as a springboard for more in-depth studies by research essay or thesis.

**Programme and Course Advice**

None

**Goals of the Course**

The course aims at providing postgraduate management students with an understanding of the innovation process and how innovation contributes to wealth creation in companies and societies. Students will also be introduced to how knowledge resources play a vital role in shaping innovation and to the importance of knowledge sharing in and between organisations.

**Learning outcomes**

By the end of this course it is expected that the student will be able to:

1. understand the role of innovation and knowledge resources in organisations and society;
2. access academic and managerial literature in the field of innovation in an independent and critical manner; and
3. apply innovation theory to analyse organisational and management aspects of innovation.

**Content Outline**

*The macro perspective*

- Innovation and growth
- Economics of innovation

*How innovation differs and can be measured*

- Measuring innovation
- Innovation dimensions and technology trajectories
- Innovation across sectors
- Innovation in low and medium technology industries

*Managing innovation in organisations*

- Innovation processes and managerial implications
- Managing knowledge and innovation activities

*Knowledge as an innovation resource*

- Innovation and learning practices
- The use of internal and external knowledge sources

*The systemic nature of innovation*

- National innovation systems, innovation regions and clusters
- Open innovation and open source innovation

Week	Facilitator	Topics
1	KH	<b>Introduction to innovation research</b>
2	BK	<b>Innovation in its making and the role of the wider system</b>
3	BK	<b>Innovation across sectors and firm sizes</b>
4	BK	<b>Innovation strategies and firm competitiveness</b>
5	KH	<b>Innovation, growth and technological trajectories</b>
6	BK	<b>Research proposal presentations</b>
7	KH	<b>Knowledge as an innovation resource. The use of internal and external knowledge sources</b>
8	KH	<b>Measuring innovation</b>
9	KH	<b>Integration and linkages – design, manufacturing and innovation</b>
10	KH	<b>Innovation traditional industries</b>
11	BK	<b>Innovation and entrepreneurial processes</b>
12	BK	<b>Public/private partnerships, ecosystems and tensions</b>

## Learning and Teaching

The course will include formal lectures by faculty, participative discussion of readings, and in-class exercises.

Besides drawing upon literature on innovation management the course invites multi-disciplinary approaches by relating to literature in the areas of strategy, organisational economics, entrepreneurship, organisational behaviour, and science-industry linkages.

To get maximum benefit from this structure, it is essential that the students prepare *before* each session. Active participation in in-class activities and discussions is *vital* for students' learning success and for the lecturer to provide course participants with helpful feedback.

## Teaching Staff

Professor Kenneth Husted, Department of Management and International Business  
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Dr Brian Karlson, Centre for Entrepreneurial Learning  
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## Learning resources

A comprehensive set of academic readings will be available on CECIL in a timely manner before each session.

The following reading is essential to undertake the literature review for the assessments:

Huff, A. S., Ed. (2008). *Designing research publication*. Thousand Oaks, Cal., SAGE Publications.

The following textbook provides a thorough introduction to the field but is not part of the formal reading list:

Fagerberg, J.; Mowery, D.C. and Nelson R.R., *The Oxford Handbook of Innovation*, Oxford University Press

## Assessment

Assessment 1: Preliminary research proposal 20%  
Assessment 2: Presentation of preliminary research proposal 15%  
Assessment 3: Research report 50%  
Assessment 4: Class participation 15%

Learning Outcome	Research report I	Research report II	Project presentation and critique	Class participation
1	x	x	x	x
2	x		x	x
3		x	x	x

All assignments are individual assignments.