



BUSINESS SCHOOL

Course Outline 2016
MGMT 721: INNOVATION AND BUSINESS DEVELOPMENT (15 POINTS)

Semester 2 (1165)

Course Prescription

Theory and applied research in innovation and the role of innovation for business development and growth. Topics include knowledge as a foundation for innovation, innovation characteristics and business strategies, understanding innovation processes in uncertain and complex environments, collaborative innovation and the role of innovation across industries and firms.

Programme and Course Advice

None

Goals of the Course

The course aims at providing postgraduate management students with a thorough understanding of the main concepts related to innovation in the context of business growth, how organisations can foresee and respond to changes in the external environment, and how these organisational changes contribute to the business development and growth of firms. Students will also be introduced to how knowledge resources and various stakeholders play a vital role in shaping innovation and business development strategies and activities. The course philosophy and the assessment structure aims to develop skills related to critical engagement with academic readings and theory.

As a post-graduate course MGMT 721 is designed to facilitate independent and collective learning about innovation and value creation that is informed by current industry issues and published research.

Learning Outcomes

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

1. Demonstrate understanding of the concepts and the role of innovation and knowledge resources for business development and growth.
2. Access academic and managerial literature in the fields of innovation and business development in an independent and critical manner.
3. Apply the theoretical foundations of this course and analytical tools that can help to analyse organizational and management aspects of innovation and business development.

Content Outline

Week	Topic
1	Self-study undertaking preliminary review of assigned readings (no lecture)
2	First formal lecture session: Course introduction and business growth
3	Management of change

4	Simulation briefing and first year input decisions
5	Technology and growth
6	Simulation second year input decisions
7	Creating new organisations
8	Entrepreneurship
9	Simulation third year input decisions
10	Growing small firms
11	Growing existing large firms + simulation fourth year input decisions
12	Course conclusions and simulation review

Learning and Teaching

The course will include a mix of lectures, readings, and an in-class computer-based marketing simulation

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

Teaching Staff

Lecturers: Prof Ian Chaston
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Learning Resources

A comprehensive set of academic readings and lecture overheads will be available on Canvas.

Additional information for each of the components of the formal assessments is provided on Canvas.

Please note that additional changes to the reading list, or the assessment scheme, might occur to better structure the material for the particular student group.

Assessment 1: Worth 40% of your final grade. The focus of this assignment is to present a group-based critical appraisal of the effectiveness of your decisions in relation to your utilization of product innovation to respond to changing customer needs and market conditions in The Marketing Game Simulation.

Report length: 2000 words (excluding reference list and any appendices)

It is due no later than Friday 12pm in week 14.

Assessment 2: Worth 60 % of your final grade. An individual research report concerning how a real world organization can utilize Innovation and entrepreneurship to enhance an organisational capability and performance.

Report length: 2000 words (excluding reference list and any appendices)

It is due no later than Friday 12pm in week 12

Maximum length of 2500- 3000 words (excluding reference list).

Assessment Summary

The assessment of this course consists of the following components (total = 100%):

Assignment 1: Group-based report on the outcome of the simulation	40%	W14
Assignment 2: Individual research project report	60%	W12

Learning Outcome	Assignment 1	Assignment 2
1	x	x
2	x	x
3		x