



Course Outline 2017

BUSMGT 722: Innovation and Value Creation (15 POINTS)

Quarter 1 (1172)

Course Prescription

Focuses on how entrepreneurs and organisations create and capture value through innovation. Examines the different paths for creating value from innovation, and the role of the market and how organisations can manage innovation processes in house and in collaboration with other organisations.

Programme and Course Advice

Prerequisite: 60 points from BUSMGT 711-714 with at least a B- average.

Goals of the Course

The course aims at providing postgraduate management students with an understanding of the innovation process and how organisations create and capture value through new venture creation, new product development, licensing and corporate venturing. Students use a number of analytical tools, such as the business model canvas and innovation maps, to explore how entrepreneurs assess the attractiveness of new opportunities and act on them.

Recognising that knowledge resources play a vital role in shaping innovation, students discuss the challenges of managing people in the innovation process.

Learning Outcomes

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

1. Illustrate and evaluate the role of innovation in supporting short- and medium-term value creation for organisations
2. Apply analytical tools that can help structure information for decision-making about innovation and value creation
3. Analyse core management challenges associated with managing innovation and value creation
4. Compare and evaluate strategies and methods that can be applied to the commercialisation of innovation.

Content Outline

Week	Dates		Assignment Marks
1	Thu 05.01.17	Lecture 1 - Introduction	
2	Tue 10.01.16	Lecture - Introduction of Assessment Company 1	
	Wed 11.01.17	Tutorial	
	Fri 13.01.17	TBL Site visit	
3	Tue 17.01.17	Lecture -2 Ideation	
	Wed 18.01.17	Tutorial Assignment 1a Annotated Case Study Due	5%
	Fri 20.01.17	TBL – Assessed Presentation Site Visit	10%
4	Tue 24.01.17	Lecture -3 Effectuation	
	Wed 25.01.17	Tutorial Assignment 1b Company 1 Report Due	10%
	Fri 27.01.17	TBL Ideation Workshop	
5	Tue 31.01.17	Lecture - 4 Innovation on the Business Model	
	Wed 01.02.17	Tutorial	
	Fri 03.02.17	TBL Effectuation Workshop	
6	Tue 07.02.17	Lecture – 5 Product & Process Innovation	
	Wed 08.02.17	Mid-term Test	15%
	Fri 10.02.17	TBL Guest Speaker 'Velocity' and Introduction of Assessment Company 2	
7	Tue 14.02.17	Lecture – 6 Innovation on Delivery	
	Wed 15.02.17	Tutorial Assignment 2a Company 2 Annotated Case Due	5%
	Fri 17.02.17	TBL – Assessed Presentation - Site Visit, or Guest	10%
8	Tue 21.02.17	Lecture – 7 Commercialisation	
	Wed 22.02.17	Tutorial	
	Fri 24.02.17	TBL Guest Speaker Uniservices	
9	Tue 28.02.17	Lecture - 8 National Innovation - Triple Helix Model	
	Wed 01.03.17	Tutorial Assignment 2b Company 2 Report Due	10%
	Fri 03.03.17	TBL – Assessed Presentation - Site Visit or Guest	10%
10	Tue 07.03.17	Lecture – Triple Helix in Practice	
	Wed 08.03.17	Tutorial	
	Fri 10.03.17	Final Test	25%
		TOTAL	100%

Learning and Teaching

As a postgraduate course, BUSMGT 722 is designed to facilitate independent and collective learning about innovation and value creation that is informed by current industry issues and published research. Innovation is a collective activity; the ability to work effectively with teams of individuals with different backgrounds is a critical professional skill for being successful at innovation projects. To develop independent and collective learning that is industry and research-informed, BUSMGT 722 is delivered using Team-Based Learning and site visits to or guest presentations from organisations in Auckland, New Zealand.

Teaching Staff

Lecturer/Coordinator
Dr Leith Oliver
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Office hours: By appointment.

Learning Resources

The reading list is available on Canvas
Tutorial materials are available on Canvas.
All lecture slides are available on Canvas

Assessment

In-class Application Exercises	30%
Field Trip or Guest Company Reports	30%
Mid-term and final tests	40%

Course Component	Weighting	Learning Outcomes
Assessment 1a – Case Study 1 Annotated Bibliography	5%	1 - 3
Assessment 1b – Case Study 1 Report	10%	1 - 3
Assessment 2a – Case Study 2 Annotated Bibliography	5%	1 - 3
Assessment 2b – Case Study 2 Report	10%	1 - 3
Assessment 3 – In-class Exercise Challenges (x3)	30%	1 - 3
Assessment 4 – Mid-term Test	<u>15%</u>	1 - 3
Assessment 5 - Final Test	25%	1 - 3

Links between the Assessments and the Learning Outcomes

Learning Outcome	Applied Exercises	Company Profiles	Tests
1 Recognise and illustrate the role of innovation in supporting short- and medium-term value creation for organisations	✓	✓	✓
2 Apply analytical tools that can help structure information for decision-making about innovation and value creation	✓		✓
3 Discuss core management challenges associated with managing innovation and value creation	✓	✓	✓
4 Compare and evaluate strategies and methods that can be applied to the commercialisation of innovation.	✓	✓	✓

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the instructor. If you have been granted special examination conditions, please make the instructor aware of these at the beginning of the semester, so that appropriate arrangements can be made.

Student Feedback

Students will be asked to complete a course evaluation near the end of the course to provide feedback that will be used to inform the ongoing development of the course.

Plagiarism

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document Guidelines: Conduct of Coursework provides further advice on how to avoid plagiarism. It can be found at:
www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

Third Party Assistance with Coursework

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you. You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available at: www.business.auckland.ac.nz/thirdpartyassistance

Help With Academic Referencing

Acknowledgement of sources is an important aspect of academic writing. The University's Reference website www.cite.auckland.ac.nz provides students with a one-stop online resource for academic referencing needs. The reference website explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.