



The University of Auckland Business School

Course Outline 2007

MANAGEMENT 706: BUSINESS RESEARCH: INNOVATION AND ENTERPRISE (30 POINTS)

Course Prescription

Supervised empirical or analytical research on organizational change, organizational design, or governance designed to cover areas of managerial competence. The form of the written report will depend upon the research project's orientation. It will be grounded in the appropriate literature, and will provide an analysis and critique, and document an analysis of organizational needs and establish a planning and implementation framework.

Goals of the Course

This course seeks to extend students' understanding of the role and impact of innovation in corporate enterprise. A basic understanding of strategy is helpful. The course will examine the need, possibility and tensions of innovation in the corporate setting and relate them to innovation and entrepreneurial action at the individual level.

Learning Outcomes

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

- identify innovation drivers in the corporate setting;
- analyse a given organisational situation and argue whether an organisation will follow an innovative strategy in its opportunity pursuit; and
- develop skills to gauge their ability to be 'intrapreneurial' in their own organisations.

Content Outline

The course will be delivered in five modules.

Module 1:

- Literature on Entrepreneurship
- Entrepreneurial Achievement Motivation
- Corporate Entrepreneurship and Intrapreneurship

Module 2:

- Individual Innovation and Corporate Innovation
- Innovation and Entrepreneurship
- Dominant Logic of Corporations

Module 3:

- Blue Ocean Strategy: Creating Uncontested Market Space

Module 4:

- Uncertainty and the Opportunity Construct
- Opportunity Discovery and Opportunity Creation
- Opportunity, Innovation and Dominant logic: Sustaining Corporate Innovation/ Entrepreneurship

Module 5:

- Innovation fit with culture of corporation
- How innovative/ entrepreneurial is my corporation?

- Where do I see myself in my corporation's innovativeness and entrepreneurship?

Learning and Teaching

Teaching Staff

Course Coordinator

Usha Jacobs

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Principal Lecturer

Sanjay Bhowmick

Executive in Residence

Aasha Murthy

Learning Resources

The course will be run using lectures, workshops, case discussions and audio-visual sessions. There will also be some data gathering involved in organisations, preferably the students' own organisations. Participation in class is necessary. The following texts will be used in the course:

Corporate Entrepreneurship: Entrepreneurial Development within Organizations, by Michael Morris & Donald Kuratko, Harcourt College Publishers / South-Western Thomson, 2002.

Module 3 will specifically use:

Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant, by W. Chan Kim, Renée Mauborgne, Harvard Business School Press, 2005. This is also available online as an 'electronic resource' through Voyager system of the university's library webpage.

While the above texts are for reference, a large part of the present thinking on the topics will be accessed through several journal articles as required reading throughout the course. These readings will be provided in advance. Pre-reading for Module 1 will be emailed to students in advance. Some case discussions and audio-visual material will also be used and necessary material will be given in advance. There will also be materials posted on Cecil, the University's online resource.

There may be detours from the above structure for greater learning opportunities. Therefore, in a course that studies the need for flexibility in enterprise in the face of uncertainty, an ability to deal with the unexpected and the unstructured will be encouraged. Students are also encouraged to watch the Cecil space in this regard.

Assessment

	Details	Weight
Assignment 1	Reflective essay on Individual Innovativeness/ Intrapreneurship (Sharpening of the topic focus will be done by selecting from different possibilities to be discussed with the Lecturer)	20%
Assignment 2	Assessing the corporate entrepreneurship in an organisation (preferably your own). This will be in 2 parts: A) a 2500-word write up B) a presentation You will assess the dominant	30% (15% each for A and B)

	logic, the innovation practices and corporate entrepreneurship in the organisation with factual data and analysis.	
Final Examination	Open book examination with questions based on theory and short cases	50%