

Course Outline 2017

COMENT 706: Managing innovative processes (15 POINTS)

Quarter 1

Course Prescription

Focuses on the core activities and practices associated with managing innovation, commercialisation and entrepreneurial processes such as, internationalisation, collaboration, knowledge sharing, new product development, leading innovation and creativity, innovative organisation, and project management.

Goals of the Course

The goal of this course is to provide students with an understanding of a range of issues and practices with relevance for managing innovation, research commercialisation and entrepreneurship. The course aims to develop this understanding through class discussions of models, frameworks, case studies and examples.

Learning Outcomes

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

1. Understand and be able to analyse and discuss how managerial practices relate to processes of innovation, commercialisation and entrepreneurship;
2. Apply and use research informed knowledge to practical tasks associated with managing innovation commercialisation and entrepreneurial processes;
3. Communicate in written and verbal formats issues related to managing key processes of innovation, commercialisation and entrepreneurship.

Content Outline

The course content is divided into two topics:

1. Innovation and innovation processes;
2. Managerial practices for key processes.

Teaching schedule

Subject category	Date	Topic	Presentations	Lecturer
Innovation and innovation processes	3PM-7PM, January 13	1. Innovation	<ul style="list-style-type: none"> Innovation characteristics Innovation typologies Innovation research and how to use it 	Kenneth Husted
	9AM-12PM, January 14	2. Innovation at the firm level	<ul style="list-style-type: none"> Why do firms innovate Innovation trajectories Innovation strategy 	Kenneth Husted
	3PM-7PM, January 27	3. Knowledge and innovation	<ul style="list-style-type: none"> What is knowledge How to validate knowledge Knowledge for innovation 	Kenneth Husted
Key managerial practices	9AM-12PM, January 28	4. Collaboration and knowledge sharing	<ul style="list-style-type: none"> Open innovation Search for collaborators/ knowledge sources Barriers to collaboration 	Kenneth Husted
	4PM, February 6	DEADLINE assignment 1		
	3PM-7PM, February 10	5. Collaboration and knowledge sharing	<ul style="list-style-type: none"> Stakeholder involvement Inter- and intra-organisational knowledge sharing 	Kenneth Husted
	9AM-12PM, February 11	6. Creating new products and services	<ul style="list-style-type: none"> Processes for developing new products and services The impact of markets and technologies 	Kenneth Husted
	3PM-7PM, February 24	7. Creating the innovative, entrepreneurial organisation	<ul style="list-style-type: none"> Organisational structure Key individuals Creative climate 	Kenneth Husted
	9AM-12PM, February 25	8. Leading Innovation	<ul style="list-style-type: none"> Manage creativity and innovation Leading teams Dealing with failures 	Kenneth Husted
	4PM March 1	DEADLINE assignment 2		
	3PM-7PM, March 9	9. Innovation, commercialisation and entrepreneurship across borders	<ul style="list-style-type: none"> Why internationalise Barriers for internationalisation Getting started with internationalisation 	Kenneth Husted
	9AM-12PM, March 10	10. Project management under high uncertainty and across organisational and international boundaries	<ul style="list-style-type: none"> Group Presentation 	Kenneth Husted
	4pm March 16	DEADLINE assignment 3		

Learning and Teaching

The class meets for seven hours fortnightly. Class time will be used for a combination of lectures and discussions of case studies and current events. In addition to attending classes, students should be prepared to spend about another 10 hours per week studying the required texts and preparing for assignments.

Teaching Staff

Professor Kenneth Husted

Office hours by arrangement

Email: k.husted@auckland.ac.nz

Learning Resources

The list of prescribed readings will be available on CANVAS.

Assessment

Assignment	Individual/group	Weight	Due date
Assignment 1 –	Individual	15%	4pm February 6
Assignment 2 – Case analysis	Individual	30%	4pm March 1
Assignment 3 - Presentation	Group	15%	9-12am March 10
Assignment 4 – Project management report Peer assessment	Group Individual	35% 5%	4pm March 16 4pm March 18

Learning Outcome	Assignment 1	Assignment 2	Assignment 3	Assignment 4
1	X	X		X
2		X		X
3	X	X	X	X

Assignment 1:

It is worth 15% of your final grade.

Identify a science based innovation from New Zealand and use relevant typologies and models to characterize the innovation and the firm/organization behind the innovation.

Submit a soft copy of your assignment to CANVAS no later than **February 6, 2017, 4 pm**.

Assignment Two– case analysis

This is an individual assignment.

It is worth 30% of your final grade.

There will be a case study which you will need to analyse according to a series of questions related to managing key processes of innovation, commercialisation and entrepreneurship.

Submit a soft copy of your assignment to CANVAS no later than **March 1, 2017, 4 pm**.

Assignment Three – Presentation - project management

This is a group assignment.

It is worth 15% of your final grade.

This assignment is a group presentation that closely relates to assignment four. Prepare a 15-minute presentation covering briefly the project management tool you have chosen to work with, its strengths and weaknesses in relation to the context of innovation and research commercialisation, modification(s) you suggest to the tools and the key project management principles you would like to carry forward to the COMENT705 project. Submit a soft copy of your presentation by **March 10, 2017, 8am**. The presentations will be held March 12, 2017, between 9am and 12am. Each group should deliver a 15-minute presentation, followed by 10 minutes of Q&A.

Assignment Four – Report - project management

This is a group assignment with peer evaluation.

It is worth 35% + 5% of your final grade.

This assignment relates to assignment three (Presentation) and is due after the presentation. Select a project management tool and use academic input to analyse the strengths and weaknesses of the tool for dealing with the specific characteristics of research commercialisation and entrepreneurship – e.g. high level of uncertainty and cross institutional collaboration. Suggest how this tool can be modified to overcome the identified weaknesses. Outline key project management principles you will apply in the COMENT705 project. The analysis should draw on the models and tools introduced in class and in the readings and should be supported by relevant secondary data.

The report should be 5,000 words (plus minus 10%) excluding references. Use APA referencing to format your in-text citations, quotations, and reference list – the course readings that you draw from must be acknowledged accordingly. No primary research is allowed. Please refer to the University of Auckland Library website for more information: http://www.cite.auckland.ac.nz/index.php?p=faculty_styles

Submit a soft copy of your assignment via CANVAS no later than **March 16, 2017, 4 pm**, Provide peer evaluation feedback on CANVAS no later than **March 18, 2017, 4pm**.

Peer assessment is worth 5% of the final grade. Due 18 March at 4 pm. Peer assessment is your opportunity to communicate to your peers about their contribution toward the hands-on project. You will allocate marks across your team mates and qualitative feedback to help them understand your judgement of their performance. It is important that you raise the evaluation of people who worked hard for the good of the team and lower the evaluation of those you perceived not to be working as hard. Those who contributed should receive the full worth of the final project grade; those who did not contribute fully should only receive partial credit. The quantitative feedback for each group member will be collated and used to calculate an individual peer assessment mark. The peer evaluation mark is multiplied with the mark the group received for the final report. More instructions will be communicated via CANVAS closer to the date.

Note: It is your responsibility to other members of your team to provide feedback to them because they also take the time and care to evaluate your contribution. Timely and

thoughtful participation in the peer review process is an element of your individual performance and contribution to the team's collective effort. So, in short, you must complete the peer assessment on time to be awarded any grades for this assessment component. If you fail to complete the peer assessment by the due date, you will be awarded zero marks for this component.

Grade Criteria

Grade	%
A+	90-100
A	85-89
A-	80-84
B+	75-79
B	70-74
B-	65-69
C+	60-64
C	55-59
C	55-59
C-	50-54
D+	45-49
D	40-44
D-	0-39

Plagiarism

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.

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

Student Feedback

Student feedback on course content and process is welcomed. We use this information to continuously identify ways to improve the value students receive from the course. We will ask students to provide formative mid-course evaluations/fast feedback (timing to be confirmed).