



BUSINESS SCHOOL

Course Outline 2016
INNOVENT 201 Understanding Innovation and Entrepreneurship
(15 POINTS)

Semester 2 (1165)

Course Prescription

Introduces key concepts in innovation, including different forms of innovation, and the related managerial and organisational issues. Develops knowledge of how entrepreneurs and organisations create and capture value through innovation in national and international markets. Explores various approaches employed by entrepreneurial organisations and considers the skills and attributes needed to succeed in today's competitive and global environment.

Programme and Course Advice

Prerequisite: BUSINESS 102 or MGMT 101 or 120 points of courses

Restriction: MGMT 202, SCIGEN 201

Goals of the Course

To provide students with a foundational knowledge of entrepreneurship and innovation, including the role of innovation and entrepreneurship for growth and wealth creation.

1. To explore how entrepreneurial and innovative activities are influenced by individual-level (e.g. experience and mind-set), organisational (e.g. leadership, culture and strategy) and institutional (e.g. industry and country differences) factors.
2. To explore different types of entrepreneurial enterprise and innovation activity that are part of New Zealand's innovation system, and how these activities exist in a global context.

Learning Outcomes

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

1. Outline the role of innovation and entrepreneurship in New Zealand society.
2. Apply models and theories of entrepreneurship and innovation to real life examples at the individual, organizational and institutional levels.
3. Identify and explain key characteristics of entrepreneurs and innovative organisations.

Content Outline

Weeks	Topics	Tasks/Assessment/Guests
1	Course introduction	Read course outline, assignment instructions, Week 2 readings
2	What is innovation and entrepreneurship?	Assignment 1 starts: Quiz 1 open (Week 2 readings)
3	The Entrepreneurial Ecosystem Innovation types and sources	Assignment 2 starts (Participation 1) <i>Team formation</i> Guest: Centre for Innovation and Entrepreneurship
4	Recognising opportunities Principles of start-up I	
5	Acting on the opportunity Principles of start-up II (Building Business Models)	
6	Social Enterprise and Economic Diversity	
7	Understanding social entrepreneurship & hybrid organisation	Group Assignment: Milestone task due Thurs 4pm (in class) Peer evaluation #1 Thurs 3pm (online)
8	Understanding social innovation & social entrepreneurship	
9	Managing for Innovation (Human Capital)	
10	Managing for Innovation (Strategy)	Group Assignment: Idea Summary Due Monday 12pm by email
11	Fostering innovation and entrepreneurship Strengthening the national innovation system	Group Assignment: Business Case due Monday 12pm via Canvas Peer evaluation #2 due Monday 12pm online
12	Course Review and Exam Q&A	Assignment 1 ends (Quiz 10) Assignment 2 ends (Participation 10)
13		Exam (take home test)

Learning and Teaching

The course uses a mix of in-class lectures, discussions, guest lectures and group activities, along with independent learning. The course structure encourages *critical thinking* and *further engagement* with the material; i.e. for a higher grade you need to engage with *additional readings* and *research*.

Weekly on-line multi-choice quizzes are designed to help to prepare for each week class and to check the *general comprehension* of core principles introduced in the readings. Weekly in-class activities are designed to help to engage with the material and encourage independent learning and application of topic knowledge. In-class discussions and activities are designed to encourage further exchange of information and collaborative

building of shared understanding of the New Zealand innovation and entrepreneurship context.

Examples of previous years' exam questions are on Cecil and will help you to check your ability to independently select and use key principles and models/framework to address foundational issues associated with innovation and entrepreneurship.

Teaching Staff

Lecturer/Coordinator
Dr Leith Oliver
Room 475 Owen G Glenn Bldg
Telephone: 027 290 8699
Email: L.oliver@auckland.ac.nz

Learning Resources

Course readings:

Prescribed and recommended readings are available on Canvas. There is no prescribed text for the course.

Assessment

You must achieve 50 or more of the 100 marks to receive a passing grade. There is no minimum requirement from the exam. The assessment of this course consists of the following four components (total = 100%):

Assignment 1: Weekly Quizzes	10%
Assignment 2: In-class Participation Activities	10%
Assignment 3: <i>Milestone task</i> <i>Peer moderated group project</i>	30% 5% 25%
Final Exam / Take Home Test	50%

Assignments details will be available on Canvas once the semester starts.

Learning Outcome	Assignment 1	Assignment 2	Assignment 3	Final Exam
Outline the role of innovation and entrepreneurship in New Zealand society.		x		x
Apply models and theories of entrepreneurship and innovation to real life examples at the individual, organizational and systems institutional levels.		x	x	x
Identify and explain key features of entrepreneurs and innovative organisations.	x	x	x	x

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.