

Course Outline 2017

INNOVENT 301: Technology and Innovation for Business Growth (15 POINTS)

Semester 1

Course Prescription

Examines the role of technology and innovation for stimulating business growth. Focuses on how technologies and industries emerge and mature, and develops knowledge of the ways in which technological and organisational innovations impact firms, industries and markets. Particular attention is paid to how new and existing organisations can exploit technological and organisational innovations to create and capture value.

Programme and Course Advice

Prerequisite: INNOVENT 201 or MGMT 202 or MGMT 211 or SCIGEN 201 or ENGGEN 302 or 303

Goals of the Course

To equip students with an understanding of how organizational and technological innovations develop, how technology interplays with the macro environment, how firms create and capture value through technology, and how entrepreneurs and managers can create and translate innovation into business growth and wealth.

Learning Outcomes

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

1. Demonstrate understanding of the concepts of innovation, growth and value creation.
2. Apply different analytical frameworks to assess the potential of organizational and technological inventions.
3. Understand managerial challenges in growing an organization and managing innovations.
4. Demonstrate both creative and reflective thinking on how firms can create and capture value through organizational and technological innovations.

Content Outline

Week	Topic	Activity
1 Thu	Introduction to course and assessment. Innovation and technology economics	Lecture
1 Fri	Innovation and technology economics	Students presentations
2 Thu	Understanding the concept of technology and technology trajectories	Lecture
2 Fri	Understanding the concept of technology and technology trajectories	Students presentations
3 Thu	Understanding the concept of value	Lecture
3 Fri	Understanding the concept of value	Students presentations
4 Thu	The embeddedness of new technology based firms	Guest Lecture TBC
4 Fri	Work on group assignment	Group work
5 Thu	Technology, growth and society	Lecture
5 Fri	Technology, growth and society	Students presentations
6 Thu	Mid-term exam	Exam
6 Fri	Mid-term exam review	Exam review
7 Thu	Open innovation	Lecture
7 Fri	Open innovation	Students presentations
8 Thu	Understanding and capturing value from innovation: lessons from practice	Lecture
8 Fri	Understanding and capturing value from innovation: lessons from practice	Students presentations
9 Thu	Knowledge intensive entrepreneurship	Lecture
9 Fri	Knowledge intensive entrepreneurship	Students presentations
10 Thu	Work on group assignment – Final presentation due	Group work
10 Fri	Work on group assignment – Final presentation due	Group work
11 Thu	Group Assignment: <i>final presentations feedback</i>	Class discussion
11 Fri	Group Assignment: <i>final presentations feedback</i>	Class discussion
12 Thu	Course review. Final presentations	Students presentations
12 Fri	Course review. Final presentations	Students presentations

Learning and Teaching

The course uses a mix of in-class lectures and discussions, students' presentations, guest lectures, group activities, along with independent studying and learning.

Besides drawing upon literature on innovation and technology management, the course invites multi- disciplinary approaches by relating to literature in the areas of strategy, organizational economics, entrepreneurship, organizational behavior, and science-industry linkages.

To get maximum benefit from the course, it is essential that the students prepare thoroughly before each session. Active participation in in-class activities and discussions is vital for students' learning success and for the lecturer to provide course participants with helpful feedback.

Teaching Staff

Dr Leith Oliver

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Office hours: by prior appointment or after the class

Learning Resources

There is no prescribed textbook for the course. Instead, a selection of readings will be made accessible via Talis and used during the course. *Please note that readings might be changed during the course to accommodate the learning needs and levels in the class.*

Assessment

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

Assignment 1: Critical analysis of a prescribed reading	25%	This is an individual assignment. Each student will be allocated one piece of reading (book chapter, academic publication) for a critical analysis report (worth 15%), and will also be required to: <ul style="list-style-type: none">• Prepare a short presentation (15 minutes) and respond to questions and comments from the rest of the class (worth 10%). The presentation should invite further discussion from the class.
Assignment 2: Group project	50%	This is a group assignment. Students will identify and produce a report on an innovative company (worth 40%). Each group will also prepare a 20-minutes presentation and facilitate discussion with the rest of the class (worth 10%). The group project is due by the end of week 10, feedback will be provided on week 11, and the
Assignment 3: Mid-term test	25%	The exam will include topics discussed in the first part of the course. The exam is conducted on week 6 Monday.

Further details on these assessments will be provided at the first lecture.

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Assignment 1	Assignment 2	Assignment 3
1	x		x
2		x	
3		x	
4	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 course convenor/lecturer and/or tutor.