



UNSW Course Outline

AGSM9132 Corporate Innovation (Virtual Weekly) - 2024

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General Course Information

Course Code : AGSM9132

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : AGSM MBA Programs

Delivery Mode : Multimodal

Delivery Format : Standard

Delivery Location : Online - Synchronous

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

NOTE: This course was identified as MBAX9132 prior to 2022. Prior to 2023 the course name was *Intrapreneurship*.

Organisations must increasingly innovate in order to survive and thrive. This course is designed for leaders who intend to apply their entrepreneurial spirit to innovating within established organisations, as well as for managers whose goal is to build and manage innovation processes in the organisation.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CL01 : work in teams collaboratively to achieve a common business purpose or fulfil a common business project, and reflect critically on the process and the outcomes	• PL04 : Teamwork
CL02 : build the innovation roadmap	• PL02 : Problem Solving
CL03 : deploy human centred design to the corporate innovation machine	• PL01 : Business Knowledge
CL04 : assess the factors that are advantages or obstacles to innovation in varied organisational structures and cultures	• PL02 : Problem Solving
CL05 : understand the intrapreneurial innovator's DNA	• PL01 : Business Knowledge
CL06 : build a sustainable intrapreneurial culture, developing intrapreneurs at all levels and inspire innovation champions	• PL07 : Leadership Development
CL07 : explain the importance of managing the tension between top-down and bottom-up approaches to organisational innovation, to create the desired innovation environment	• PL01 : Business Knowledge
CL08 : practise problem solving methods using human centred design in their businesses	• PL02 : Problem Solving
CL09 : communicate outcomes from the corporate innovation process clearly to stakeholders	• PL03 : Business Communication
CL010 : apply the Human Centred Design (HCD) framework to deliver outcomes for end users and the company, that are sustainable in social and economic terms	• PL05 : Responsible Business Practice

Course Learning Outcomes	Assessment Item
CLO1 : work in teams collaboratively to achieve a common business purpose or fulfil a common business project, and reflect critically on the process and the outcomes	<ul style="list-style-type: none"> • Participation • A New Concept Design
CLO2 : build the innovation roadmap	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • Participation • A New Concept Design
CLO3 : deploy human centred design to the corporate innovation machine	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • Participation • A New Concept Design
CLO4 : assess the factors that are advantages or obstacles to innovation in varied organisational structures and cultures	<ul style="list-style-type: none"> • A New Concept Design
CLO5 : understand the intrapreneurial innovator's DNA	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • Participation • A New Concept Design
CLO6 : build a sustainable intrapreneurial culture, developing intrapreneurs at all levels and inspire innovation champions	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • Participation • A New Concept Design
CLO7 : explain the importance of managing the tension between top-down and bottom-up approaches to organisational innovation, to create the desired innovation environment	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • Participation • A New Concept Design
CLO8 : practise problem solving methods using human centred design in their businesses	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • Participation • A New Concept Design
CLO9 : communicate outcomes from the corporate innovation process clearly to stakeholders	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • Participation • A New Concept Design
CLO10 : apply the Human Centred Design (HCD) framework to deliver outcomes for end users and the company, that are sustainable in social and economic terms	<ul style="list-style-type: none"> • Part A: Personal plan scenario • Part B: Personal plan report • A New Concept Design

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Approach to Learning and Teaching in the Course

The learning approach has four main components:

1. Learning from others - by studying the course unit materials and discussing them with each other in class and online forums
2. Learning with others - by using teamwork to solve the problem
3. Learning for action - by developing an individual innovation plan
4. Learning to collaborate remotely - students studying in online mode will do all of their teamwork online.

The teaching approach focuses on providing guidance and directional advice for teamwork as well for the innovation plan.

Learning Activities and Teaching Strategies

The delivery of the course has been designed for practising Human Centred Design methods and tools and some aspects of the Blue Ocean Strategy. In normal circumstances, participants would conduct interviews and collect observations in person.

All students should please also note the following.

Students intending to survey other people in the course of their studies, should be aware of UNSW Sydney advice quoted from [here](#) as follows:

- *The activities comply with any relevant privacy and/or confidentiality requirements. (e.g. a process of informed consent);*
- *Relevant health and safety requirements are adhered to (e.g. ... personal safety procedures, interview protocols etc.);*
- *Information will not be disseminated or published for a research purpose; Participants from a vulnerable population are not the focus of the project (as outlined in section 4 of the National Statement on Ethical Conduct in Human Research, 2015);*
- *The project does not aim to explore contentious or sensitive topics.*
- *There is no potential for participants to be exposed to harm as a result of the project including physical, psychological, social, economic or legal harm.*

Source: <https://research.unsw.edu.au/frequently-asked-questions>

To ensure that participants give informed consent, students should also ensure that participants:

- are informed how their responses will be used
- understand that they can withdraw from participating, or withdraw their responses, at any stage prior to finalisation of the project.

Additional Course Information

Structure:

Unit 1: 'An introduction to corporate innovation underpinned by human centred design' (HCD), shows how HCD is a key driver of corporate innovation. This Unit will also give an overall picture of the course and the best approach to take across the term.

Unit 2: 'Innovation management' discusses this component of the innovation leader's role, which will help them to navigate a path for the innovation strategy through an established organisation, from strategic planning to market launch.

Unit 3: 'Blue ocean strategy' (BOS) covers essential parts of BOS that are highly relevant for both leading innovation and building concepts using human centred design.

Unit 4: 'The corporate innovation ecosystem' explains at a high level the elements of this ecosystem.

Unit 5: 'Ten types of innovation' covers how to achieve a broader reach of innovation through this framework. The more types of innovation the company incorporates, the more successful its innovating is likely to be.

Unit 6: 'Crowdsourcing innovation' discusses how organisations can engage their employees and the public in searching for growth solutions by using the concept of crowdsourcing innovation. It also provides guidance for innovation leaders in taking a bottom-up approach to engaging and managing the crowd.

Unit 7: 'Business model innovation' (BMI) explains the importance of BMI in creating a new way to make money in the organisation and how to navigate this concept with key stakeholders.

Unit 8: 'Innovation implementation' discusses key enablers and the process for ideas implementation, underpinned by human centred design.

Unit 9: 'Innovation culture' outlines key elements for creating a culture of innovation that are

critical drivers of innovation success.

Unit 10: 'You and innovation leadership' discusses the role of the innovation leader and what expertise is required to build innovation momentum and make it sustainable.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Participation Assessment Format: Individual	20%	Due Date: Weeks 1 to 10 in Moodle discussion forum	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL04 : Teamwork• PL07 : Leadership Development
A New Concept Design Assessment Format: Group	30%	Due Date: Wednesday of Week 8 by 3pm Sydney time	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL04 : Teamwork• PL05 : Responsible Business Practice• PL07 : Leadership Development
Part A: Personal plan scenario Assessment Format: Individual	10%	Due Date: Friday of Week 5 by 3pm Sydney time	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL05 : Responsible Business Practice• PL07 : Leadership Development
Part B: Personal plan report Assessment Format: Individual	40%	Due Date: Monday of Week 12 by 3pm Sydney time	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL05 : Responsible Business Practice• PL07 : Leadership Development

Assessment Details

Participation

Course Learning Outcomes

- CL01 : work in teams collaboratively to achieve a common business purpose or fulfil a common business project, and reflect critically on the process and the outcomes
- CL02 : build the innovation roadmap
- CL03 : deploy human centred design to the corporate innovation machine
- CL05 : understand the intrapreneurial innovator's DNA
- CL06 : build a sustainable intrapreneurial culture, developing intrapreneurs at all levels and inspire innovation champions
- CL07 : explain the importance of managing the tension between top-down and bottom-up approaches to organisational innovation, to create the desired innovation environment
- CL08 : practise problem solving methods using human centred design in their businesses
- CL09 : communicate outcomes from the corporate innovation process clearly to stakeholders

Assessment Length

No more than 50-100 words per weekly post (excluding any responses to others)

A New Concept Design

Course Learning Outcomes

- CL01 : work in teams collaboratively to achieve a common business purpose or fulfil a common business project, and reflect critically on the process and the outcomes
- CL02 : build the innovation roadmap
- CL03 : deploy human centred design to the corporate innovation machine
- CL04 : assess the factors that are advantages or obstacles to innovation in varied organisational structures and cultures
- CL05 : understand the intrapreneurial innovator's DNA
- CL06 : build a sustainable intrapreneurial culture, developing intrapreneurs at all levels and inspire innovation champions
- CL07 : explain the importance of managing the tension between top-down and bottom-up approaches to organisational innovation, to create the desired innovation environment
- CL08 : practise problem solving methods using human centred design in their businesses
- CL09 : communicate outcomes from the corporate innovation process clearly to stakeholders
- CL010 : apply the Human Centred Design (HCD) framework to deliver outcomes for end users and the company, that are sustainable in social and economic terms

Assessment Length

Video up to 5 minutes long (submitted by one team member)

Part A: Personal plan scenario

Course Learning Outcomes

- CL02 : build the innovation roadmap
- CL03 : deploy human centred design to the corporate innovation machine
- CL05 : understand the intrapreneurial innovator's DNA
- CL06 : build a sustainable intrapreneurial culture, developing intrapreneurs at all levels and inspire innovation champions
- CL07 : explain the importance of managing the tension between top-down and bottom-up approaches to organisational innovation, to create the desired innovation environment
- CL08 : practise problem solving methods using human centred design in their businesses
- CL09 : communicate outcomes from the corporate innovation process clearly to stakeholders
- CL010 : apply the Human Centred Design (HCD) framework to deliver outcomes for end users and the company, that are sustainable in social and economic terms

Assessment Length

500 words

Part B: Personal plan report

Course Learning Outcomes

- CL02 : build the innovation roadmap
- CL03 : deploy human centred design to the corporate innovation machine
- CL05 : understand the intrapreneurial innovator's DNA
- CL06 : build a sustainable intrapreneurial culture, developing intrapreneurs at all levels and inspire innovation champions
- CL07 : explain the importance of managing the tension between top-down and bottom-up approaches to organisational innovation, to create the desired innovation environment
- CL08 : practise problem solving methods using human centred design in their businesses
- CL09 : communicate outcomes from the corporate innovation process clearly to stakeholders
- CL010 : apply the Human Centred Design (HCD) framework to deliver outcomes for end users and the company, that are sustainable in social and economic terms

Assessment Length

Maximum 3,000 words for the plan and maximum 10 pages for appendix (support documents if needed)

General Assessment Information

Grading Basis

Standard

Requirements to pass course

Students are expected to attempt all assessment requirements, and must achieve a composite mark of at least 50 out of 100 to pass the course.

Students are also expected to actively engage in course learning activities. Failure to engage in assessment tasks that are integrated into learning activities (e.g. class discussion, presentations) will be reflected in the marks for these assessable activities.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Topic	Unit 1 An Introduction to Corporate Innovation underpinned by Human Centred Design
	Assessment	Assessment 1: Participation
Week 2 : 3 June - 9 June	Topic	Unit 2 Innovation Management
	Assessment	Assessment 1: Participation
Week 3 : 10 June - 16 June	Topic	Unit 3 Blue Ocean Strategy
	Assessment	Assessment 1: Participation
Week 4 : 17 June - 23 June	Topic	Unit 4 The Corporate Innovation Ecosystem
	Assessment	Assessment 1: Participation
Week 5 : 24 June - 30 June	Topic	Unit 5 Ten Types of Innovation
	Assessment	Assessment 1: Participation Assessment 3: Part A: Personal plan scenario due on Friday by 3pm Sydney time
Week 6 : 1 July - 7 July	Topic	Unit 6 Crowdsourcing Innovation
	Assessment	Assessment 1: Participation
Week 7 : 8 July - 14 July	Topic	Unit 7 Business Model Innovation
	Assessment	Assessment 1: Participation
Week 8 : 15 July - 21 July	Topic	Unit 8 Innovation Implementation
	Assessment	Assessment 1: Participation Assessment 2: A New Concept Design due on Wednesday by 3pm Sydney time
Week 9 : 22 July - 28 July	Topic	Unit 9 Innovation Culture
	Assessment	Assessment 1: Participation
Week 10 : 29 July - 4 August	Topic	Unit 10 You and Innovation Leadership
	Assessment	Assessment 1: Participation
Week 11 : 5 August - 11 August	Other	Independent study
Week 12 : 12 August - 18 August	Assessment	Assessment 4: Part B: Personal plan report due on Monday by 3pm Sydney time

Attendance Requirements

Students must have a reliable internet connection and a working laptop/computer with camera, and attend the scheduled 90-minute online classes in Weeks 1 to 10. There are also other required online asynchronous activities outside of class times.

Course Resources

Prescribed Resources

Learning resources

You have three major resources to help you learn:

1. The course materials, comprising the weekly study units with readings, references, insights and commentary. You will do much of your learning outside the classroom by working through the course materials, and by completing the exercises as they arise.
2. Your online or face-to-face classes with your Facilitator. The Facilitator's job is to guide your learning by conducting the class discussion, answering questions that might arise after you have done the week's work, providing insights from their practical experience and understanding of theory, providing you with feedback on your assessments, and directing discussions and debates that will occur between you and your co-participants in the classroom.
3. Your co-participants. Your colleagues in the classroom are an invaluable potential source of learning for you. Their work and life, and their willingness to question and argue with the course materials, the Facilitator and your views, represent a great learning opportunity. They bring much valuable insight into the learning experience.

Other resources

BusinessThink

BusinessThink is UNSW's free, online business publication. It is a platform for business research, analysis and opinion. If you would like to subscribe to BusinessThink, and receive the free monthly newsletter with the latest in research, opinion and business then go to <http://www.businessthink.unsw.edu.au>.

Course Evaluation and Development

Previous students have enjoyed the course, with some specifically commenting on its practicality and collaborative nature. A few students requested greater clarity about the assessments and this will be provided.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Facilitator in charge	Dr Khimji Vaghjiani		Sydney	0401148067		No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a

supplementary exam or other concession.

3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with

feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.