



MMBA8097

Management of Innovation

MGSM term 4, Intensive attendance, North Ryde 2020

Department of Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	5

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Norma Harrison

norma.harrison@mq.edu.au

Credit points

10

Prerequisites

((Admission to MBA or MMgmt or GradDipMgt or MSocEntre) and 80cp) or (admission to GradCertMgtPostMBA or MSusDev or GradCertSocEntre)

Corequisites

Co-badged status

Unit description

Innovation can happen through new products and services, new markets and new processes. Within this context, today's innovators are seen as entrepreneurs as well, and in this unit, the key theories and research on innovation and entrepreneurship are reviewed and synthesised with emphasis on the practice of both these areas applied in a broader context. Areas covered include the study of innovation as a process; sources, adoption and diffusion of innovation; open innovation; risks of technology transfer; social entrepreneurship; creation of growth and sustainability; and interfaces between innovation, entrepreneurship and business competitiveness.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Analyse and describe theories and research on innovation and entrepreneurship.

ULO2: Devise and implement an effective process and climate for innovation before the design of products and services.

ULO3: Lead innovative practices through design thinking, process approaches, and effective information sharing.

ULO4: Link creativity, innovation and entrepreneurship to measure and track sustainable

value creation in the context of contemporary goals and restraints.

General Assessment Information

Late Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Case presentation and discussion	20%	No	In sessions where cases are allocated (see iLearn)
Design task	60%	No	Present - Sess 10; Report - 1130pm 20th (Syd time) Nov 2020
Deep dive activities	20%	No	Sessions 4, 6, 9 and out of class simulations

Case presentation and discussion

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **In sessions where cases are allocated (see iLearn)**

Weighting: **20%**

This is a case-study oriented subject. Class participants are to analyse scheduled case studies before the start of each class and be prepared to discuss related questions. Class participation and contribution will be assessed during discussion of class content, exercises and cases.

On successful completion you will be able to:

- Analyse and describe theories and research on innovation and entrepreneurship.
- Devise and implement an effective process and climate for innovation before the design of products and services.

Design task

Assessment Type ¹: Design Implementation

Indicative Time on Task ²: 40 hours

Due: **Present - Sess 10; Report - 1130pm 20th (Syd time) Nov 2020**

Weighting: **60%**

Final presentation and project submission will encompass one of the following: (1) Develop a new product/service or process (2) Innovate to improve an existing product or service or process (3) Establish a start-up business with a new product or service. (4) Find a potentially disruptive new market for an existing technology/product/ service/process.

On successful completion you will be able to:

- Devise and implement an effective process and climate for innovation before the design of products and services.
- Lead innovative practices through design thinking, process approaches, and effective information sharing.
- Link creativity, innovation and entrepreneurship to measure and track sustainable value creation in the context of contemporary goals and restraints.

Deep dive activities

Assessment Type ¹: Design Task

Indicative Time on Task ²: 20 hours

Due: **Sessions 4, 6, 9 and out of class simulations**

Weighting: **20%**

Groups will simulate the Deep Dive innovation approach. Students will need to collaborate and engage in individual and group creative assessment activities, supporting this innovation system. Students will be individually assessed on their contributions.

On successful completion you will be able to:

- Devise and implement an effective process and climate for innovation before the design of products and services.
- Lead innovative practices through design thinking, process approaches, and effective information sharing.
- Link creativity, innovation and entrepreneurship to measure and track sustainable value creation in the context of contemporary goals and restraints.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment

task and is subject to individual variation

Delivery and Resources

Required Text	Schilling, M.A. (2016). Strategic Management of Technological Innovation, 5th Edition. McGraw Hill, ISBN: 9781259539060
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	<ul style="list-style-type: none">• Number and length of classes: Five eight-hour seminar classes held over two weekend blocks unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended Readings	Recommended Readings are provided via the links on the iLearn Unit page. **All unit notes below are optional (but are very interesting and current). Also note that more unit notes may be provided during the course of this unit
Inherent Requirements	None

Unit Schedule

Please see iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/policy\)](https://students.mq.edu.au/policy)

mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.