

MNGT3008: Advanced Innovation Management BINUS 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description

A critical aspect of a modern enterprise is to develop a holistic understanding of innovation management. Enterprise competitive advantage stems from a culture of continuous improvement and strategically driving this from an enhanced interpretation of user needs. This course explores why innovation management plays a pivotal role in such advancement and, in doing so, will include multiple interpretations of innovation management, including a resource based interpretation as well as strategic competitive and open innovation interpretations. Key aspects for students of this broader approach relate to the central role of consistently reviewing business models as well as enterprise functions and processes.

Sustainable Development Goals



Contact Hours

Integrated Learning Session

Face to Face On Campus
2 hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

Unit Weighting

10

Assumed Knowledge & Pre-Requisites

Any Assumed Knowledge or Pre-Requisites for this course have been previously satisfied by the successful completion of courses within the approved student study plan.

Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Demonstrate understanding of the tools and frameworks of innovation management;
2. Analyse the importance of innovation for entrepreneurs, nations and modern enterprises;
3. Reflect on the processes for delivering improved innovation performance and critically analyse capability development to explore and exploit strategic innovation opportunities;
4. Critically analyse innovation concepts and context such as open innovation and the sharing economy; and
5. Demonstrate the effective application of theories, tools and frameworks to case study and/or real-world settings.

COURSE OUTLINE

www.newcastle.edu.au

CRICOS Provider
00109J

ASSESSMENT DETAILS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Report	Friday of week 5 by 11:59 pm	Individual	25%	1, 2
2	Major Report	Friday of week 12 by 11:59 pm	Individual	35%	1, 3, 4, 5
3	Final Examination	Formal examination period	Individual	40%	1, 2, 3, 4

Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Jakarta, Indonesia

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 - Report

Assessment Type	Written Assignment
Purpose	The purpose of this assessment is to evaluate students' knowledge of relevant innovation management concepts.
Description	Imagine that you are a team leader of an innovation project. You are tasked with presenting your project to get buy-in from the relevant stakeholders. You have a choice of presenting your project to a top public servant in the government sector or presenting your project to a top executive in your organisation. Consequently, you can choose one (1) out of the two (2) topics below for Assessment 1. 1. If you are presenting to a top public servant in the government sector, you are tasked to present your case by providing a critical analysis of the role of government in facilitating and managing innovation. 2. If you are presenting to a top executive in your organisation, you are tasked to present your case by providing a critical analysis of how your organisation can facilitate and manage innovation. Students need to provide justifications of their statements through the use of relevant references. Further detail regarding this assessment will be provided on CANVAS and in the workshops.
Weighting	25%
Length	2000 words
Due Date	Friday of week 5 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Detailed marking criteria will be provided on CANVAS
Return Method	Online
Feedback Provided	Online – via Turnitin

Assessment 2 - Major Report

Assessment Type	Written Assignment
Purpose	The purpose of this assessment is to assess students' understanding of innovation in the sharing economy.
Description	Students need to demonstrate their knowledge and understanding of how open innovation is applied in the sharing economy. In the report, students will elaborate on (1) why open innovation is critical for modern enterprise, (2) the characteristics of the sharing economy, and (3) how open innovation can be facilitated in the sharing economy. An example or examples need to be provided to strengthen the arguments. Students are required to use relevant references to justify their statements. Further detail regarding this assessment will be provided on CANVAS and in the workshops.
Weighting	35%

Length	3000 words
Due Date	Friday of week 12 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Detailed marking criteria will be provided on CANVAS
Return Method	Online
Feedback Provided	Online – via Turnitin

Assessment 3 - Final Examination

Assessment Type	Formal Examination
Purpose	The purpose of the assessment is to evaluate students' knowledge of innovation management concepts, theories, tools and frameworks.
Description	To complete this assessment, students will undertake examination on a mix of topics covering those presented throughout the course. This course has a RESTRICTED OPEN BOOK examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.
Weighting	40%
Length	120 minutes
Due Date	Formal Examination
Submission Method	Formal Exam
Assessment Criteria	Students will be assessed among other things, on: <ol style="list-style-type: none"> i. relevance of answer to the question, ii. accuracy of information/argument using demonstrated links to the prescribed text and course readings. iii. ability to discuss and integrate different topics, theories, models and concepts; iv. ability to provide real examples to substantiate theoretical reasoning and v. clarity of expression, grammar and use of syntax.
Return Method	Not Returned
Feedback Provided	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period cannot be considered.

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Introduction to advanced innovation management and enterprise growth;
2. National systems of innovation and entrepreneurship;
3. Processes behind sustaining innovation including development, application, commercialisation and diffusion;
4. Managing organisational knowledge;
5. Open innovation and the sharing economy;
6. Strategic alliances and networks;
7. Managing product and process innovation within firms;
8. Market adoption and technology diffusion;
9. The growth of service innovation.

Course Materials

Required Text:

Trott, P. (2021). *Innovation Management and New Product Development (7th Ed.)*. London, UK: Pearson.

ISBN: 9781292251523

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Workshop	Topic	Learning Activity	Assessment Due
1	Introduction	Introduction to course and Class Discussion	
2	Innovation Management	Class Discussion and Learning Activity	
3	National Systems of Innovation	Class Discussion and Learning Activity	
4	Managing Innovation within Firms	Class Discussion and Learning Activity	
5	Operations and Process Improvement	Class Discussion and Learning Activity	Assessment 1 due: Report Friday of week 5 by 11:59 pm
6	Managing Organisational Knowledge	Class Discussion and Learning Activity	
7	Strategic Alliances	Class Discussion and Learning Activity	
8	Open Innovation and the Sharing Economy	Class Discussion and Learning Activity	
9	Market Adoption and Technology Diffusion	Class Discussion and Learning Activity	
10	Product and Brand Strategy	Class Discussion and Learning Activity	
11	New Product Development	Class Discussion and Learning Activity	
12	New Service Innovation	Class Discussion and Learning Activity	Assessment 2 due: Major Report Friday of week 12 by 11:59 pm Examination preparation

CONTACTS

School Offices

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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

Communication Methods

*Skills are those identified for the purposes of assessment task(s).

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews

As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination Guidelines](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and

**Adverse
Circumstances**

in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy
Information**

The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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