INFS3631
INNOVATION AND TECHNOLOGY MANAGEMENT

Course Outline
Semester 2, 2015

Part A: Course-Specific Information

Please consult Part B for key information on Business School policies (including those on plagiarism and special consideration), student responsibilities and student support services.
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Room</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer-in-charge</td>
<td>Patrick Finnegan</td>
<td><a href="mailto:p.finnegan@unsw.edu.au">p.finnegan@unsw.edu.au</a></td>
<td>Quad 2096</td>
<td>9385 4449</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Samuel Kirshner</td>
<td>TBA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lecturer</td>
<td>Carmen Leong</td>
<td><a href="mailto:carmen.leong@unsw.edu.au">carmen.leong@unsw.edu.au</a></td>
<td>Quad 2109</td>
<td>9385 9466</td>
</tr>
</tbody>
</table>

The best way to contact your lecturer is via email or during their consultation times. Please note that only your UNSW email account will be used for formal notices and correspondence regarding the course. Always sign your email with your name and student number. The subject of your e-mail should begin with the course code (i.e. INFS3631).

Moodle will be used for all course communications i.e. notices, questions regarding assignments and course content. Please check Moodle regularly as this is where we communicate urgent notices when needed. Please note – only urgent (and very short) enquiries will be answered via e-mail, or telephone. Please attend consultation times or make an appointment if you need to discuss issues in detail. If you need to contact the School urgently you can contact the School Office on 9385-5320 or email istm@unsw.edu.au.

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures with integrated tutorials start in Week 1 (to Week 12): The Time and Location are:
Thursday 14:00 – 17:00 (2-5pm), Tyree Energy Technologies Building (TETB) LG05

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching of this course with another course in this session.

2.3 Summary of Course
The course takes an innovative and creative view of information technology that extends beyond the province of business applications built and used by a single organization. You will learn how organizations can commercialize their technological innovations and how the associated risks and benefits might be managed. Through the open innovation paradigm you will see how internal and external ideas can be brought together, how innovations can be transferred inward and outward, and how creative ideas are executed and realized.
2.4 Course Aims and Relationship to Other Courses

The course is a third year course offered as part of the UNSW Business School information systems curriculum by the School of Information Systems, Technology and Management. The course builds on your knowledge about the role of technology in today's business world. INFS1602 Information Systems in Business is a prerequisite for this course. You must also complete 72 UOC prior to taking this course.

The course aims to develop your conceptual knowledge and practical skills regarding technological innovation. The course gives you an opportunity to learn how innovation and technology are interrelated. For example, we will discuss in this course: (1) how technological innovations diffuse over time; (2) how organizations can support innovativeness; and (3) how external and internal technologies and innovations can be integrate. Overall, the course aims at developing your academic, conceptual and theoretical IS/IT knowledge in the area of technology and innovation as well as your professional skills by applying this knowledge to real business cases.

2.5 Student Learning Outcomes

By the end of this course, you should be able to:
1. Describe closed and open processes of innovation
2. Explain how innovations are diffused and adopted (or failed to do so)
3. Propose strategies for commercialising internal innovations
4. Source and assess innovation from external organization
5. Evaluate the extent to which an organization supports and fosters innovation and creativity

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

Business Undergraduate Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.
   You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.
   You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.
3. Communication: Our graduates will be effective professional communicators.
You should be able to:
   a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
   b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.
You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.
You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business postgraduate coursework students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
<tr>
<td>1 Knowledge</td>
<td>Describe closed and open processes of innovation Explain how innovations are diffused and adopted (or failed to do so)</td>
<td>• Weekly presentation • Individual/Group Assignment • Exam</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>Propose strategies for commercialising internal innovations Source and assess innovation from external organization Evaluate the extent to which an organization supports and fosters innovation and creativity</td>
<td>• Weekly presentation • Individual/Group Assignment • Exam</td>
</tr>
<tr>
<td>3a Written communication</td>
<td></td>
<td>• Individual/Group Assignment</td>
</tr>
<tr>
<td>3b Oral communication</td>
<td></td>
<td>• Weekly presentation</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td></td>
<td>• Weekly presentation • Group Assignment</td>
</tr>
<tr>
<td>5a Ethical, social and environmental responsibility</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course
Each weekly session will consist of a lecture part and a tutorial part. Lecture parts will introduce the relevant concepts and disciplinary knowledge in the area of technological innovation management and organization. Tutorials will help you apply these concepts to business cases. The tutorial activities will usually been done in groups and end with a short presentations, debates or discussions. Guest lecturers and industry presenters will be invited were possible (TBC).

3.2 Learning Activities and Teaching Strategies
Learning will take place through active contribution to the sessions, studying the text books and the provided cases, and working on both an individual and a group assignment.

4 ASSESSMENT

4.1 Formal Requirements
To receive a pass grade in this course, you must meet ALL of the following criteria:

- attain an overall mark of at least 50%;
- attend at least 80% of all classes;
- attain a satisfactory performance in each component of the course. A mark of 45% or higher is normally regarded as satisfactory;
- attain a mark of at least 45% in the final exam.

The School reserves the right to scale final marks to a mean of 60%. It is expected that groups’ members manage their group work in a harmonious and professional fashion; groups must ensure adequately self-management of non-performing members. In the case of peer assessed group work, the mark assigned to each member of the group may be adjusted based on peer assessment of each member’s contribution to the task.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation &amp; Participation</td>
<td>10%</td>
<td>N/A</td>
<td>Weekly</td>
</tr>
<tr>
<td>Individual assignment</td>
<td>15%</td>
<td>Max. 3000 words</td>
<td>via Moodle (Thu, Sep 3, 4 pm).</td>
</tr>
<tr>
<td>Group assignment</td>
<td>25%</td>
<td>Max. 6000 words and Group presentation</td>
<td>via Moodle (Thu, Oct 15, 4 pm).</td>
</tr>
<tr>
<td>Assessment</td>
<td>Weight</td>
<td>Duration</td>
<td>Period</td>
</tr>
<tr>
<td>------------</td>
<td>--------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>Final Exam</td>
<td>50%</td>
<td>2 hours</td>
<td>University Exam Period</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Details of each assessment task:**

**Preparation and Participation**
You are expected to prepare for classes by reading the textbook and the case studies set for that week. In addition, you should read/view supplementary material (articles/videos) provided on Blackboard. During classes you are expected to actively participate in class activities, group discussion, class presentation and answer questions that have been posed during the class. Expectations for preparation and participation will be discussed in your first class. The marking scheme is available on Moodle.

**Individual Assignment**
The purpose of this assignment is to demonstrate your ability to identify, analyse and discuss the model and challenges facing a crowdsourcing platform provider, and to propose your solutions. You will need to apply your critical thinking and problem solving skills in the addressing a real-life business challenges. This assignment is to be undertaken individually.
- The details of the individual assignment will be discussed in the lecture.
- The individual assignment specifications document will be made available on the course website.

**Group Assignment**
The purpose of this assignment is to apply the concepts of the lecture in a hands-on development of a technological-based innovative product/service. This assignment will shape your professional skills in developing and presenting business cases, considering both external environment (e.g. competitive environment) and internal environment (management and organizing). This assignment is to be undertaken in groups of four.
- The details of the group assignment will be discussed in the lecture.
- The group assignment specifications document will be made available on the course website.

**Exam**
The purpose of the exam is to evaluate you overall learning success in this course in a time-restricted setting. The final exam may cover all material discussed in the course, the lecture notes, the textbooks, and, especially, the assignments. You will be asked to both discuss and apply the concepts explained in those sources. Your ability to clearly and coherently frame your answers will be part of the evaluation. You must plan on being available for the full examination period to attend the final exam. In addition, you should also ensure that you would be available for a supplementary examination in the event of illness or misadventure. The LIC will provide further advice on the exam in the lecture.
4.3 Assessment Format
Assignments need to be submitted in standard UNSW format (esp. including a signed UNSW cover sheet). Further details will be provided in the assignment specifications document.

4.4 Assignment Submission Procedure
Assignments need to be submitted via Moodle. Submission of assignments must be accompanied by a signed cover page. Digital signatures are not allowed. Missing cover page or cover page without authentic signatures will result in a penalty of 10% of the maximum marks available for assignments. Assignments will be screened with plagiarism-detecting software. The submission of non-original materials will be considered plagiarism and will be pursued.

4.5 Late Submission
Late submission of an assignment is not desirable. Assignments are to be submitted on – or better before – the due date. The late submission of assignments carries a penalty of 10% of the available marks for that assignment per day of lateness (including weekends and public holidays). An extension of time to complete an assignment may be granted by the LIC in case of illness or misadventure. Applications for special consideration and appropriate evidence such as medical certificates, accident reports etc. need to be submitted. Please note that workload, work commitments and computer failures are usually considered insufficient grounds for an extension. For group assignments only: groups are expected to plan ahead and to being able to balance out a missing member without an extension. An extension is unlikely to be granted for groups.

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.

5 COURSE RESOURCES
The textbook for this course is:

Recommended books:

Additional course materials will be provided in class and on the course website.

6 COURSE EVALUATION AND DEVELOPMENT
Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback.
UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations.

7 COURSE SCHEDULE

Lecture Schedule

Lectures start in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 30 July</td>
<td>Introduction Sources + Diffusion of Innovation</td>
<td>Schilling, Ch. 2 + 3 or equivalent sources.</td>
<td></td>
</tr>
<tr>
<td>Week 2 6 August</td>
<td>Open and Closed Innovation</td>
<td>Chesbrough or equivalent sources.</td>
<td></td>
</tr>
<tr>
<td>Week 3 13 August</td>
<td>Crowdsourcing Platforms and Peer Production</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>Week 4 20 August</td>
<td>Software Innovation (Open and Proprietary Model)</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>Week 5 27 August</td>
<td>Social Innovation</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>Week 6 3 September</td>
<td>Standards Battles</td>
<td>Schilling, Ch. 4 or equivalent sources.</td>
<td></td>
</tr>
<tr>
<td>Week 7 10 September</td>
<td>Market Entry</td>
<td>Schilling, Ch. 5 or equivalent sources.</td>
<td></td>
</tr>
<tr>
<td>Week 8 17 September</td>
<td>Organizing for Technological Innovation</td>
<td>Schilling, Ch. 10 or equivalent sources.</td>
<td></td>
</tr>
<tr>
<td>Week 9 24 September</td>
<td>New Technology-based Product Development</td>
<td>Schilling, Ch. 11 + 12 or equivalent sources.</td>
<td></td>
</tr>
</tbody>
</table>

Mid-semester break: Saturday 26 September - Monday 5 October inclusive

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 10 8 October</td>
<td>Case study on technology innovation</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Week 11 15 October</td>
<td>Case study on technology innovation</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Week 12 22 October</td>
<td>Course Review + Exam Preparation</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Week 13 29 October</td>
<td>NO LECTURES</td>
<td></td>
<td></td>
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</table>

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