

Strategic Innovation Management

Educational Programme			Strategic Innovation Management 2013-2014				
Code	IBMSIM12R3	ECTS	3	Year of Study	3	Block	4
Contact Hours per Week			3				
Study Load							
	Contact hours	7*3 = 21 hours of which 10 lectures and 11 group coaching & presentations					
	Self study	28					
	Groupwork	35					
	Total	84					
ROM							
	Knowledge driven Practise driven						
Contribution to IBMS Profile/Competencies							
	<u>Professional competencies:</u> International strategic vision development level 2/3: <ul style="list-style-type: none">• The ability to recognize topical trends and the consequences they could have for the vision and internationalization strategy• Able to assess the consequences of a vision and strategy for business policies and processes. Business processes and change management level 2/3: <ul style="list-style-type: none">• The ability to prepare alternative solutions for independent processes: change management• The ability to create and change organisational policy Entrepreneurial management level 3: <ul style="list-style-type: none">• The ability to contribute to an optimal exploration by a company of the opportunities for both new and existing products/services and the risks involved. <u>Generic competencies:</u> <ul style="list-style-type: none">• Leadership level 2• Co-operation level 3• Business communication level 3• Business research methods level 2/3• Planning and Organising level 3• Learning and self-development level 2/3• Ethical Responsibility level 2						
Dublin Descriptor(s)							
	Knowledge and understanding Applying knowledge and understanding Making Judgements Communication						
Relation with other modules/subjects							
	IBMCHM08R3 - Consultancy and change For exchange students participation in SIM is only possible after completion of the C&CM module as the consultancy assignment is spread over these two modules in 1 semester (block 3 and 4).						
Learning Track							
Starting Level							
	Year 3						

Strategic Innovation Management

Learning Objectives			
	<ol style="list-style-type: none">1. Describe general innovation strategies.2. Describe the main innovation concepts related to types, patterns and sources of innovation.3. Describe theoretical tools used during the innovation process: such as quantitative and qualitative assessment, budget setting and industry peer cross check.4. Describe and evaluate open and closed innovation models and the various instruments used to protect innovation.5. Evaluate the various forms of collaboration and identify the factors that influence collaboration decisions and success.6. Describe and evaluate the various ways to organize innovation in (multinational) organizations.7. Describe how protection, collaboration and organizing of innovation are related to each other.		
Learning Outcomes			
	<p>After completion of the module, students are able to:</p> <ol style="list-style-type: none">1. Apply all concepts and theories as listed above directly to real world situations such as case studies or consultancy for a company directed at change and innovation.2. Apply both consultancy and research processes to a real company assignment (the company cases of this semester). By practicing these processes, students will also be better prepared for the individual thesis research process in year 4.3. Co-operate more effectively as consultants in a team.		
Instruction Method(s)			
	<ul style="list-style-type: none">• Central lectures, both for explaining theory and applying theory by the use of articles and cases.• Guest lectures (week 2)• Assignment case/group coaching; same groups of 3-4 students as in the previous block of IBMCHM08R3; finalize report.		
Assessment Method(s)	<ul style="list-style-type: none">• Report: the assignment builds on the one as already started in the previous block in IBMCHM08R3 - consultancy and change. The groups remain the same as in consultancy and change. The main topic will be what it takes to successfully explore, execute, and exploit the innovation; taking into account the concept of change. This module's part will focus on the chapters of conclusions, recommendations and implementation plan.• Case exam in the regular exam week.	Part 1 due week 3: Conclusions and recommendations	
		Part 2 due week 5: Draft report including implementation Final report due Week 7 Re-sit opportunity: Optimize report and/or exam re-sit.	

Structure Grading		
	Weight	Report: 60% (including peer assessment weights); of which 20% presentation. Case exam: 40%. Re-sit: report and/or case exam. <ul style="list-style-type: none">- All above elements of this module must be completed; obtained marks are only valid for this academic year (2013-2014).- Not delivering a draft report in week 3 and 5 or not attending the mandatory feedback meetings in these weeks will lower your final assignment grade with 10% (each time it occurs).- Attendance of guest lectures is mandatory: absence will lower your final grade with 10%.
	Minimum requirement	55%
Recommended Attendance		
	100 % mandatory attendance at guest lectures and consultancy meetings of groups. This course depends heavily on class participation. Participation has these main elements: class attendance, informed involvement in class discussions and exercises, attendance and relevant input in coaching meetings.	
Short outline of Educational Unit		
	1 ECTS is 28 hours of study load per student in total. In this module the study load consists of: class participation, group work (report) and self-study.	

Content and planning of lectures and exams/assessments				
Wk	Lecture Hours	Instruction Methods/Exams	Groups	Content/ Subjects
1	2	Lecture	Class	<ul style="list-style-type: none"> - Module introduction - Ch 1 and 2 (Sources of innovation) - Discussion article
	1	Project teams	3-4 students	<ul style="list-style-type: none"> - Mandatory consultancy: review C&CM findings
2	1,5	Lecture	Class	<ul style="list-style-type: none"> - Ch 3 (Types and patterns of innovation) - Discussion article - Coaching on demand.
	1,5	Guest lecture: date and time to be announced	All classes	<ul style="list-style-type: none"> - Guest lecture (mandatory)
3	1	Lecture	Class	<ul style="list-style-type: none"> - Ch 7 (Choosing innovation projects) - Discussion article
	2	Project teams	3-4 students	<ul style="list-style-type: none"> - Due date conclusions and recommendations; feedback in mandatory group meetings.
4	1,5	Lecture	Class	<ul style="list-style-type: none"> - Ch 8 (Collaboration strategies) - Discussion article
	1,5	Project teams	3-4 students	<ul style="list-style-type: none"> - Coaching on demand.
5	1	Lecture	Class	<ul style="list-style-type: none"> - Ch 9 (Protecting innovation). - Discussion article
	2	Project teams	3-4 students	<ul style="list-style-type: none"> - Due date draft of final report; feedback in mandatory group meetings.
6	1,5	Lecture	Class	<ul style="list-style-type: none"> - Ch 10 (Organizing for innovation) - Discussion article
	1,5	Project teams	3-4 students	<ul style="list-style-type: none"> - Coaching on demand.
7	3	Project teams	3-4 students	<ul style="list-style-type: none"> - Presentations in class - Due date final report

Strategic Innovation Management

8		Class		- Overflow/review module/exam preparation in class
9		Exam week		- Case exam - Presentations to the companies by the best teams.
Note 1: All reports are to be submitted to the instructor during classes and/or on N@Tschool.				
Note 2: Students must upload their reports in Ephorus for checking plagiarism.				

Facilities/classroom	
	Lectures: classroom for 32 students, Beamer, PC, Internet connection, White Board.

Literature and Aids	
Title	Strategic Management of Technological Innovation, 4rd Edition,
Type	
	Textbook + case material
Compulsory	
	Not compulsory, but highly recommended
ISBN	
	ISBN-978-0-07-802923-3
Author(s)	
	MELISSA SCHILLING
Publisher	
	McGraw-Hill
Year	
	2013
Other materials: articles, made available at N@tschool (exam content).	
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