



Business Administration

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| Course Number: | BUAD 307 |
| Course Title: | MANAGING FOR INNOVATION |
| Credits: | 3 |
| Calendar Description: | Innovation is a basic element of business growth and success. Innovation, like many business functions, is a management process that requires specific tools, rules and discipline. It requires measurement and incentives to deliver sustained, high yields. Organizations can use innovation to redefine an industry by employing combinations of business model innovation and technology innovation. This course goes beyond ideas and inspiration to offer practical, tested advice on how to create value from the innovation investment on the level of day-to-day processes, as well as at the strategic level. |
| Semester and Year: | WINTER 2019 |
| Prerequisite(s): | Minimum third-year standing |
| Corequisite(s): | No |
| Prerequisite to: | No |
| Final Exam: | No |
| Hours per week: | 3 |
| Graduation Requirement: | Elective – BBA, Management option |
| Substitutable Courses: | No |
| Transfer Credit: | |
| Special Notes: | Students with credit for BUAD 339 Special Topic: Managing for Innovation cannot take BUAD 307 for further credit. |
| Originally Developed: | September 2008 |
| EDCO Approval: | |
| Chair's Approval: | A handwritten signature in blue ink that reads "D. Spaulding". |

| Name | Phone number | Office | Email |
|---|---------------------------|-------------|--|
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Learning Outcomes

Upon completion of this course students will be able to

- explain the role of creativity and innovation for value creation and competitiveness.
- assess key innovation management concepts, processes and arguments.
- apply diagnostic and analytical skills for detecting and resolving innovation challenges.
- communicate ideas, intentions and outcomes to diverse audiences both orally and in writing.
- explain how continuous development of knowledge and skills relate to the innovation process.

Course Objectives

This course will cover the following content:

See course schedule

Evaluation Procedure

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| Mid-term Exam | 30% |
| Individual Project | 30% |
| Team Lesson | 20% |
| Class Participation and Misc. Assignments | 20% |
| Total | 100% |

Notes

All assignments are due at the start of the lecture on the due date. Assignments that are not submitted on time will be docked 10% for each day the assignment is late.

No assignments will be accepted after the marked assignments have been returned to the class; after that date the student will receive a zero for the mark on that assignment.

Term Paper and assignments (designated by professor) are submitted in 'hard' copy to your Professor, and an electronic copy (in either .doc or PDF file formats) to the Relevant Turnitin Dropbox on Moodle. The electronic copies will be submitted to the Turnitin plagiarism detection service to check for Plagiarism (see STUDENT CONDUCT AND ACADEMIC HONESTY section at the end of this course outline). The professor is required to report all evidence of Plagiarism to the Dean.

Required Texts/Resources

Davila, Tony; Epstein, Marc J.; and Shelton, Robert. 2012. Making Innovation Work, updated edition. Pearson Education Inc. ISBN-10: 0-13-309258-5.

Silverstein, David; Samuel, Philip; and DeCarlo, Neil; 2012. The Innovator's Toolkit. John Wiley & Sons Inc. ISBN: 978-1-1182-9810-7

While the texts are available online through Amazon, significant numbers are available through the bookstore at close to the online prices. These editions have both been used before therefore some used books will be available.

Course Schedule

| Date | | Topic | Textbook |
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| Week of: | | Monday, January 6 - Classes Start Monday, February 17 – Family Day (no classes) Tuesday, February 18 - Friday, February 21 – Reading Week (no classes) Tuesday, April 9 – Last Day of Regular Classes Friday, April 12 – Monday, April 15 – Easter (no classes) | Davila -D Silverstein-S |
| Jan | 7 | Introduction How You Innovate Determines What You Innovate | Intro, D: Ch 1 |
| Jan | 14 | What is Innovation and How Do We Leverage It Assignment #1 and peruse lecture notes; watch Joel Barker Video | D: Ch 2 |
| Jan | 21 | How to Design a Winning Innovation Strategy Organizing for Innovation Assignment 1 Due: Canadian Productivity & the Role of Innovation Innovation Artifact Assignment Presentations Begin | D: Ch 3, 4 |
| Jan | 28 | Designing the Process of Innovation | D: Ch 5 (S-Intro) |
| Feb | 4 | How to Measure Innovation Lesson Plan Proposal Due – Groups of 4 | D: Ch 6 |
| Feb | 11 | Rewarding Innovation Individual Project Proposal Due | D: Ch 7 |
| Feb | 18 | Reading Week Feb. 18-22 | |
| Feb | 25 | Learning Innovation The Ten Faces of Innovation Discussion My Innovation Assignments Begin | D: Ch 8 |
| Mar | 4 | Cultivating Innovation My Innovation Assignments Presented | D: Ch 9 |
| Mar | 11 | Applying the Innovation Rules My Innovation Assignments Presented | D: Ch 10 |
| Mar | 18 | Mid-term Exam due– Take-home Format (distributed previous class) My Innovation Assignments Presented Student Team Lead Lessons 1 | |
| Mar | 25 | Student Team Lead Lessons 2, 3 & 4 | (Silverstein Tech 1 - 11) |
| Apr | 1 | Student Team Lead Lessons 5, 6 & 7 Bonus for early hand-in of individual project | (Silverstein Tech 12 - 29) |
| Apr | 8 | Student Team Lead Lessons 8, 9 & 10 Projects Due | (Silverstein Tech 30 - 46) |
| Apr | 14-24 | Final Exam Period (No Final Exam) | |
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SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.