

325-314 Managing Entrepreneurship and Innovation

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	325-101 Managing People and Organisations (/view/2009/325-101) and at least 12.5 points of level-2 subjects taught by the Department of Management (prefix 325-).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Assoc Prof Mile Terziovski
Subject Overview:	<p>The subject examines the theoretical and practical application of the strategic, organisational, and technological dimensions of innovation management. The subject consists of five modules which are strongly linked. The need for innovation focuses on the most fundamental problem of managing innovation management: the lack of urgency to innovate. The principles of product-market orientation explores the challenges of finding new markets for new technologies and develops a set of principles for product-market ideas. Resource allocation examines the resource allocation process which proves to be a critical link between strategy and innovation management. Innovation capabilities examines the organisational capabilities required to create an innovation culture. Technology strategy examines several dimensions of technology strategy in terms of when and why it is important to be a technology leader or follower; when and why companies can outsource some elements of the products and services they offer. Overall, students will develop tools, methods and frameworks as they study cases of companies in a range of industries. This would provide students with substantial knowledge and appreciation on how to create and manage innovative organisations.</p>
Objectives:	.
Assessment:	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <p># Bachelor of Arts (https://handbook.unimelb.edu.au/view/2009/D09)</p> <p># Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2009/J07)</p>

	<p># <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2009/A04)</p> <p># <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2009/M05)</p> <p># <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2009/R01)</p> <p># <u>Bachelor of Engineering</u> (https://handbook.unimelb.edu.au/view/2009/355-AA)</p> <p>You should visit <u>learn more about breadth subjects</u> (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p># High level of development: written communication; application of theory to practice; interpretation and analysis; critical thinking; accessing data and other information from a range of sources; receptiveness to alternative ideas.</p> <p># Moderate level of development: oral communication; collaborative learning; problem solving; team work; synthesis of data and other information; evaluation of data and other information.</p> <p># Some level of development: statistical reasoning; use of computer software.</p>
Related Course(s):	Graduate Diploma in Management Studies