

## 325-314 Managing Organisational Innovation

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| <b>Credit Points:</b>                    | 12.500   |
| <b>Level:</b>                            | Undergraduate  |
| <b>Dates &amp; Locations:</b>            | 2008,<br>This subject commences in the following study period/s:<br>Semester 1, - Taught on campus.  |
| <b>Time Commitment:</b>                  | Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available   |
| <b>Prerequisites:</b>                    | <b>325-101 Managing People and Organisations (/view/2008/325-101)</b> and at least 12.5 points of level-2 subjects taught by the Department of Management (prefix 325-).   |
| <b>Corequisites:</b>                     | None   |
| <b>Recommended Background Knowledge:</b> | None   |
| <b>Non Allowed Subjects:</b>             | None   |
| <b>Core Participation Requirements:</b>  | <p>&lt;p&gt;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.&lt;/p&gt;         &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>  |
| <b>Coordinator:</b>                      | Associate Professor Mile Terziovski  |
| <b>Subject Overview:</b>                 | <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> |
| <b>Assessment:</b>                       | A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).   |
| <b>Prescribed Texts:</b>                 | None   |
| <b>Recommended Texts:</b>                | Information Not Available  |
| <b>Breadth Options:</b>                  | <p>This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008.</p> <p>This subject or an equivalent will be available as breadth in the future.</p> <p>Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available.</p>   |

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|                           | 2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.   |
| <b>Fees Information:</b>  | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>  |
| <b>Generic Skills:</b>    | <ul style="list-style-type: none"><li># 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.</li><li># Moderate level of development: oral communication; collaborative learning; problem solving; team work; synthesis of data and other information; evaluation of data and other information.</li><li># Some level of development: statistical reasoning; use of computer software.</li></ul> |
| <b>Related Course(s):</b> | Graduate Diploma in Management Studies   |