325-694 Managing Innovation and Entrepreneurship

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus. Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week (Semester 1, Semester 2) Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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. 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
Coordinator:	Assoc Prof M Terziovski
Subject Overview:	The purpose of this subject is to examine the topics of Managing Innovation and Entrepreneurship in the context of large and small organisations. Innovation is ultimately the lifeblood of organisations, in that it is concerned with the capability to effectively introduce new products and services, new or substantively improved processes or other major initiatives into existing and new organisations. Topics include innovation capability, new product/process technology introduction, and innovation culture and innovation measures. The subject addresses how the 'Newstream' of an organisation can be effectively developed, resourced and how it can provide a return on investment to the organisation's 'Mainstream'. Key elements addressed that are part of successful innovation companies are vision and strategy innovation, creativity and idea management, culture and climate, management of technology, organisational structures, intelligence and systems. Firms that have successfully and systematically created such capabilities will be used as case studies. The subject also examines the definition of an entrepreneur as an innovator who recognises and seizes opportunities; converts those opportunities into workable/marketable ideas; adds value through effort, money and skills; assumes the risk of the competitive marketplace to implement these ideas; and realises the rewards from these efforts.
Assessment:	One 3-hour examination (50%), group case study assignment (30%) and group Executive Summary and Presentation (20%) together totalling not more than 4000 words.
Prescribed Texts:	None
Recommended Texts:	To be advised.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On successful completion of this subject, students should be able to:

	# Explain the range, scope and complexity of the issues and problems related to the strategic management of technology, innovation and entrepreneurship; # Analyse the conceptual framework for assessing and auditing the innovative capabilities of a business organisation; # Describe the skills necessary to an effective entrepreneur throughout the innovation processfrom idea to market; # Explain the theories and models of managing innovation and entrepreneurship; # Apply major innovation theories and models of organisational problems to the analysis of case studies; # Analyse the impact of effective management of innovation and entrepreneurship on organisational performance; # Critically evaluate core principles of innovation management and comment on their implications; # Explain the innovation cycle, from conceptualisation to commercialisation, and how it can be accelerated. On successful completion of this subject, students should have improved the following generic skills: # Problem solving and critical thinking, which should be fostered in the tutorial program where students will apply theoretical material to actual case studies; # Collaborative learning and team participation, which should be fostered through the tutorial program; # Evaluation and analysis of data and theoretical information; # Accessing data and other research information from a range of sources, including electronic and written forms.; # Development of oral and written communication skills.
Related Course(s):	Master Of Applied Commerce (Management) Master Of Applied Commerce (Management) Master of Applied Commerce (Business Analysis and Systems) Master of Applied Commerce (Business Analysis and Systems) Master of Applied Commerce (Operations Management) Master of Applied Commerce (Operations Management) Master of Business and Information Technology Master of Business and Information Technology Master of Engineering Management Master of Engineering Science (Engineering Management) Master of Utilities Management