

## BUSA90495 Managing Innovation

<b>Credit Points:</b>	6.25
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2015, Parkville This subject commences in the following study period/s: October, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 16 hours Total Time Commitment: 85 hours
<b>Prerequisites:</b>	To enrol in this subject, you must be admitted in the Specialist Certificate in Strategic Marketing, Specialist Certificate in Executive Leadership, Specialist Certificate in Operations Management or be enrolled in the Single Subject Study. This subject is not available for students admitted in any other courses.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Commonwealth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Overview, Objectives, 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 the Disability Liaison Unit: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Prof Daniel Samson
<b>Contact:</b>	Program Coordinator - Ms Julie Bourke Phone - 9810 3154 Email - <a href="mailto:execed@commercial.unimelb.edu.au">execed@commercial.unimelb.edu.au</a> ( <a href="mailto:execed@commercial.unimelb.edu.au">mailto:execed@commercial.unimelb.edu.au</a> )
<b>Subject Overview:</b>	<p>Managing Innovation as a powerful and practical way to create value for individuals and organisations, but only if innovators are able to select and exploit the best new ideas.</p> <p>Managing Innovation introduces the critical elements of designing and developing innovative products and services, how these can be configured, and how the results are managed. These elements include product /service development process design and improvement; the understanding and integration of customer needs; development strategy and project management; and the powerful challenge of designing and managing development networks.</p> <p>Participants will learn from benchmarked companies some of the key dilemmas encountered in the process of managing innovation and will develop solutions that they can put into practice. They will create a plan to move their own skills forward and to create a more innovation-supportive structure and culture within their organisations and teams.</p>
<b>Learning Outcomes:</b>	<p>On successful completion of this program, students should be able to:</p> <ul style="list-style-type: none"> <li># Describe how innovation could benefit their team or business unit and the wider organisation</li> <li># Assess when and where innovation is needed and when other approaches would be more useful</li> <li># Identify organisational and individual innovation capabilities and barriers</li> </ul>

	<ul style="list-style-type: none"> <li># Understand how to integrate customers and new technologies into product development processes</li> <li># Apply selected best practices in innovation to their organisation</li> </ul>
<b>Assessment:</b>	2500 word assignment on Managing Innovation from ideation to commercialisation in a selected firm (100%) due 4 weeks after the intensive class.
<b>Prescribed Texts:</b>	A study guide with readings and cases will be provided before the commencement of the subject.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<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>Links to further information:</b>	<a href="http://fbe.unimelb.edu.au/execed/open_programs/managing_innovation">http://fbe.unimelb.edu.au/execed/open_programs/managing_innovation</a>
<b>Related Course(s):</b>	Specialist Certificate in Executive Leadership Specialist Certificate in Strategic Marketing