

Kookmin University

SYLLABUS

Course Title: Digital Innovation

Course Number :

Credit Hours : 3/3

Offered Foreign Language : 영어

Prerequisites: Analysis of Management

Grading type: 상대평가

Name: Alejandro Ramirez

I. COURSE DESCRIPTION

While innovation is a powerful means of competitive differentiation, enabling firms to penetrate new markets and achieve higher margins, it is also a competitive race that must be run with speed, skill, and precision. It is not enough for a firm to be innovative—to be successful it must innovate better than its competitors. As scholars and managers have raced to better understand innovation, a wide range of work on the topic has emerged and flourished in disciplines such as strategic management, organization theory, economics, marketing, engineering, and sociology. This course seeks to integrate this wide body of work into a single coherent strategic framework, attempting to provide coverage that is rigorous, inclusive, and accessible.

II. COURSE OBJECTIVES:

- Develop an awareness of the range, scope, and complexity of technological innovation, and the issues related to managing technological change.
- Understand different approaches to managing innovation.
- Clearly identify drivers and barriers to technological innovation within an organization.
- Understand what it takes to manage technological innovation.

III. STRESSED AREA OF COMPETENCIES

Humanities	Communication	Global Awareness	Creativity	Specialization
0	30%	0	0	70%

IV. PREREQUISITES AND REQUIREMENTS (OPTIONAL)**V. COURSE COMPONENTS**

Lecture	Seminar	Lab/Studio	Field Work	Project/Presentation	Production	Other
Yes	No	No	No	Yes	No	No

VI. ASSESMENT

Midterm	Final	Project	Attendance	Participation/Assignments
25%	25%	30%	10%	10%

VII. ASSIGNMENT/TASKS

TYPE	TITLE	SUBMISSION DUE
Weekly Revisions		Weekly
Final Project		Midterm/End of course

VIII. TEXTBOOKS

TYPE	TITLE	AUTHOR	PUBLISHER	YEAR PUBLISHED	ISBN
Main	STRATEGIC MANAGEMENT OF TECHNOLOGICAL INNOVATION, FIFTH EDITION	Melissa A. Schilling	Mc-Graw Hill Education	2017	ISBN 978-1-259-53906-0

IX. OTHER REQUIREMENTS /GUIDELINES

All data study guides and case studies will be given in class in electronic format. It is responsibility of the students to download all the materials from the website that will be provided in class.

- a. In order to receive a passing grade, a student must satisfactory comply the mandatory requirements of the subject such as:
 1. Attendance at lectures and tutorial sessions.
 2. Submission of assignments, projects and final class requirement
 3. Passed all major examinations

- b. Mandatory work which must be submitted:
 1. Students must present the given homework when required.
 2. By the end of the semester a portfolio of the tutorial material and exercises should be submitted.
 3. Final assignment and presentation materials should be submitted on the stipulated day; late submissions will not be accepted.

X. WEEKLY SCHEDULE

WEEK	DATE	TOPIC	OTHER
1		Sources of Innovation	
2		Types and patterns of innovation	
3		Dominance and time of entry	
4		Defining organizations' strategic decisions	
5		Choosing innovation projects	
6		Project First draft Revision	
7		Exam Revision	
8	Mid-Term Exam		
9		Protecting innovation	
10		Organizing for innovation	
11		Managing new product development process	
12		Managing new product development teams	
13		Crafting a deployment strategy	
14		Project Feedback	
15	Final Exam		