

# Business Administration

Course Number: **BUAD 307**

Course Title: **MANAGING FOR INNOVATION**

Credits: **3**

Calendar Description: Innovation is a basic element of business growth and success.

Name	Phone number	Office	Email
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### Learning Outcomes

Upon completion of this course students will be able to

- explain the role of creativity and innovation for value creation and competitiveness.
- assess key innovation management concepts, processes and arguments.
- apply diagnostic and analytical skills for detecting and resolving innovation challenges.
- communicate ideas, intentions and outcomes to diverse audiences both orally and in writing.
- explain how continuous development of knowledge and skills relate to the innovation process.

### Course Objectives

This course will cover the following content:

See Course Schedule

### Evaluation Procedure

Mid-term Exam	30%
Individual Project	30%
Team Lesson	20%
Class Participation and Misc. Assignments	20%
Total	100%

**Notes**

All assignments are due at the start of the lecture on the due date. Assignments that are not submitted on time will be docked 10% for each day the assignment is late.

No assignments will be accepted after the marked assignments have been returned to the class; after that date the student will receive a zero for the mark on that assignment

Term Paper and assignments (designated by professor) are submitted in 'hard' copy to your Professor, and an electronic copy (in either .doc or PDF file formats) to the Relevant Turnitin Dropbox on Moodle. The electronic copies will be submitted to the Turnitin plagiarism detection service to check for Plagiarism (see STUDENT CONDUCT AND ACADEMIC HONESTY section at the end of this course outline). The professor is required to report all evidence of Plagiarism to the Dean.

**Required Texts/Resources**

Davila, Tony; Epstein, Marc J.; and Shelton, Robert. 2012. Making Innovation Work, updated edition. Pearson Education Inc. ISBN-10: 0-13-309258-5.

Silverstein, David; Samuel, Philip; and DeCarlo, Neil; 2012. The Innovator's Toolkit. John Wiley & Sons Inc. ISBN: 978-1-1182-9810-7

While the texts are available online through Amazon, significant numbers are available through the bookstore at close to the online prices. These editions have both been used before therefore some used books will be available.

**Course Schedule**

<b>Date</b>	<b>Topic</b>	<b>Textbook</b>
Week of:	Mon. Jan 4 Classes begin Family Day Feb 8 Reading Break Feb 9 to 12– no classes Good Fri. Mar 25 & Easter Mon. Mar 28 – no classes	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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**What is the Disruption of Instructional Activities?**

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