



# MGMT20148 *Strategic Innovation*

## Term 1 - 2019

Profile information current as at 05/05/2024 01:57 pm

All details in this unit profile for MGMT20148 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

Organisations require professionals to play a major role in innovation. Innovation is one of the key strengths which organisations require to remain competitive. This unit focuses on developing your ability to undertake independent research that contributes to innovation in organisations. The unit will improve your skills in synthesising information and developing solutions to improve the long-term effectiveness of organisations. You will be required to select an organisational problem related to innovation and provide practical recommendations based on rigorous analysis. This will require research of business models, processes, products and services.

#### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

This is a capstone unit for students completing a coursework based masters. Hence students must have completed 10 master level units (60 credit points) of study prior to enrolment.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 1 - 2019

- Brisbane
- Melbourne
- Online
- Sydney

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Research Proposal**

Weighting: 40%

#### 2. **Research Assignment**

Weighting: 60%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Demonstrate an integrated understanding of the dynamic nature of innovation in organisations
2. Identify strategic challenges and imperatives whilst building skills in good practices related to innovation in organisations
3. Undertake independent research related to innovation and develop analytical skills to assist in future planning for an organisation
4. Communicate information in an organisational context by providing recommendations that address strategic challenges related to innovation.



## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Shahid Khan** Unit Coordinator  
[shahid.khan@cqu.edu.au](mailto:shahid.khan@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

| Module/Topic   | Chapter   | Events and Submissions/Topic |
|--|---|------------------------------|
| Introduction to unit and assessments<br>What is Innovation - And Why Does It Matter? | Recommended Reading:<br>Chapter 1 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.) |                              |

### Week 2 - 18 Mar 2019

| Module/Topic                       | Chapter   | Events and Submissions/Topic |
|------------------------------------|---|------------------------------|
| Dimensions of Strategic Innovation | No prescribe textbook for this lecture, list of readings is available on moodle site. |                              |

### Week 3 - 25 Mar 2019

| Module/Topic        | Chapter   | Events and Submissions/Topic |
|---------------------|---|------------------------------|
| Innovation Strategy | Recommended Reading:<br>Chapter 2 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.) |                              |

### Week 4 - 01 Apr 2019

| Module/Topic                              | Chapter   | Events and Submissions/Topic |
|---|---|------------------------------|
| Leadership and Organization of Innovation | Recommended Reading:<br>Chapter 4 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.) |                              |

### Week 5 - 08 Apr 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

Innovation as a Process  
 Recommended Reading:  
 Chapter 5 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.)

**Vacation Week - 15 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

**Week 6 - 22 Apr 2019**

| Module/Topic          | Chapter   | Events and Submissions/Topic |
|-----------------------|---|------------------------------|
| Sources of Innovation | Recommended Reading:<br>Chapter 6 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.) |                              |

**Week 7 - 29 Apr 2019**

| Module/Topic                     | Chapter   | Events and Submissions/Topic  |
|----------------------------------|---|---|
| Search Strategies for Innovation | Recommended Reading:<br>Chapter 7 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.) | <b>Group Presentation &amp; Business Report Writing</b> Due: Week 7 Monday (29 Apr 2019) 5:00 pm AEST |

**Week 8 - 06 May 2019**

| Module/Topic                                      | Chapter   | Events and Submissions/Topic |
|---|---|------------------------------|
| Forecasting Emerging Opportunities for Innovation | Recommended Reading:<br>Chapter 8 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.) |                              |

**Week 9 - 13 May 2019**

| Module/Topic  | Chapter   | Events and Submissions/Topic |
|---|---|------------------------------|
| Collaborating and Networking for Strategic Innovation | No prescribe textbook for this lecture, list of readings is available on moodle site. |                              |

**Week 10 - 20 May 2019**

| Module/Topic                                   | Chapter  | Events and Submissions/Topic |
|--|--|------------------------------|
| Commercialization and Diffusion of Innovations | Recommended Reading:<br>Chapter 12 (Tidd, J., & Bessant, J. (2014). Strategic innovation management. United Kingdom: Wiley.) |                              |

**Week 11 - 27 May 2019**

| Module/Topic                        | Chapter   | Events and Submissions/Topic |
|-------------------------------------|---|------------------------------|
| Constraints of Strategic Innovation | No prescribe textbook for this lecture, list of readings is available on moodle site. |                              |

**Week 12 - 03 Jun 2019**

| Module/Topic                           | Chapter   | Events and Submissions/Topic |
|--|---|------------------------------|
| Globalization and Strategic Innovation | No prescribe textbook for this lecture, list of readings is available on moodle site. |                              |

**Review/Exam Week - 10 Jun 2019**

| Module/Topic | Chapter | Events and Submissions/Topic  |
|--------------|---------|---|
|              |         | <b>Literature Review</b> Due: Review/Exam Week Monday (10 June 2019) 5:00 pm AEST |

## Assessment Tasks

### 1 Group Presentation & Business Report Writing

#### Assessment Type

Research Proposal

#### Task Description

This task helps to develop your understanding of the dynamic nature of product innovation to address the client needs. The objective is to develop and enhance your practical skills in finding a problem/opportunity/gap in a product/service for strategic innovation.

This helps you to develop good and up-to-date practices whilst identifying anticipated strategic challenges and imperatives related to the product/service innovation process in organisations.

It provides you with the opportunity to develop your research, cognitive, creativity, communication (such as written and presentation skills), teamwork and leadership skills.

#### Assessment 1: (Group Presentation & Business Report Writing = 40%)

Assessment 1 is divided into two parts: Part 1: Group Presentation & Part 2: Business Report.

#### Part 1: Group Presentation

This is a group activity. You are expected to form a group (4-5 students) preferably in your respective majors, such as International Business, Marketing, Social Innovation, and Public Administration. Please make sure you address the following assessment criteria which are further explained in the marking rubric provided in the assessment 1 folder in Moodle. Please see Moodle site for detailed instructions and due dates of the Assessment.

1. Working within your group, you are expected to choose an organization and within that organization you need to choose a tangible product (such as iPhone, Macbook, Toyota Camry, Tesla Model 3 etc.) or intangible product (such as mobile phone service contracts, insurance policy, tax preparation service and accounting and finance services etc.).
2. Once you selected a product, then you need to find a problem/opportunity/gap in your chosen product to address the client needs.
3. In week 7, as a group, you need to give a presentation (Max 15 min) to the larger cohort of students to address the following questions:
  - a) A brief introduction to your chosen Organisation.
  - b) A brief introduction of the product/service.
  - c) Identification of the problem/opportunity/gap that exists in your chosen product to gain acceptance of your findings.
  - d) Solutions and recommendations for the identified problem/opportunity/gap.
  - e) A rationale behind these recommendations/solutions (or innovative idea).
  - f) In addition, you need to explain anticipated strategic challenges that can affect your product/service innovation.

**Please Note:** Each group member needs to come up with at least one solution and recommendation for the problem/opportunity/gap. For example, if there are 4 students in a group, then there should be 4 solutions/recommendations in your presentation. One solution/recommendation from each group member.

#### Part 2: Business Report Writing

In addition to the group presentation, as a group, you have to submit a written assignment in a business report format (max 1500 words excluding appendices and references) around the questions that you address in your group presentation. Please make sure you address the following assessment criteria which are further explained in the marking rubric provided in the assessment 1 folder in Moodle. Upload your assignment on a link provided in the Moodle site by the specified due date. Please note late submission will be penalised at the rate of 5% per day or part thereof unless an extension has been granted by the Unit Coordinator. Please see Moodle site for detailed instructions and due dates of the Assessment.

#### Assessment Due Date

Week 7 Monday (29 Apr 2019) 5:00 pm AEST

#### Return Date to Students

Week 9 Monday (13 May 2019)

## Weighting

40%

## Assessment Criteria

| Sections/Criteria (Group Presentation) - 25 Marks   | Marks |
|---|-------|
| To identify a problem/opportunity/gap in your chosen product to address the client needs.   | 15%   |
| Brief overview of your chosen organization, product and the problem/opportunity/gap that exist in your chosen product.  | 15%   |
| Each group member needs to come up with at least one solution and recommendation for the problem/opportunity/gap.   | 15%   |
| You need to give a rationale behind these recommendations/solutions (or innovative idea).   | 15%   |
| In addition, you need to explain anticipated strategic challenges that can affect your product/service innovation.  | 15%   |
| <b>Presentation:</b> Delivery of presentation in a professional manner, Such as...<br><br>1. Flow of presentation (5%)<br>2. Active participation of each group member (5%)<br>3. Formal dress (5%)<br>4. Body language (5%)<br>5. Engaging the audience in your presentation (5%)  | 25%   |
| Sections/Criteria (Business Report Writing) - 15 Marks (1500 words)   | Marks |
| 1. Title page (3%)<br>2. Table of contents (3%)<br>3. Table of illustrations (3%)<br>4. An abstract or executive summary (6%)   | 15%   |
| <b>Introduction:</b> Make sure you briefly explain the following points in your introduction section...<br><br>1. Purpose of the report (5%)<br>2. Who are the readers of this report? (5%)<br>3. To identify a problem/opportunity/gap in your chosen product to address the client needs (10%)<br>4. Structure of the report (5%)   | 25%   |
| <b>Discussion &amp; Recommendations:</b><br><br>1. Each group member needs to come up with at least one solution and recommendation for the problem/opportunity/gap. (10%)<br>2. You need to give a rationale behind these recommendations/solutions (or innovative idea). (10%)<br>3. In addition, you need to explain anticipated strategic challenges that can affect your product/service innovation. (10%) | 30%   |
| <b>Findings &amp; Conclusion:</b> Interpret and summarise the findings. No need to introduce new materials.   | 10%   |
| <b>Presentation:</b> Demonstrates high quality of professional manner (formal business report format, high quality of expression, grammar, spelling, punctuation and proofreading). Assessment cover sheet included.  | 10%   |
| <b>References:</b> Correct use of APA (American Psychological Association) reference style in in-text and end-text (in the reference list).   | 10%   |

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online Group

## Learning Outcomes Assessed

- Demonstrate an integrated understanding of the dynamic nature of innovation in organisations

- Identify strategic challenges and imperatives whilst building skills in good practices related to innovation in organisations

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

## 2 Literature Review

### Assessment Type

Research Assignment

### Task Description

This assessment is designed to help you develop your independent research and critical analysis skills related to innovation in organisations.

The objective is to enhance your knowledge of strategic innovation through the application of themes/theories on real-life corporate examples.

It provides you with the opportunity to develop professional report writing skills in an organizational context by providing solutions and recommendations that address strategic challenges related to innovation.

### Assessment 2 (Literature Review = 60%)

This is an individual assignment. You are expected to write a literature review to address one of the following questions (Max 4000 words excluding appendices and references). Make sure you **critically evaluate** one of the below statements with **some real-life corporate examples**. Please make sure you address the following assessment criteria which are further explained in the marking rubric provided in the assessment 2 folder in Moodle. Upload your assignment on a link provided in the Moodle site by the specified due date. Please note late submission will be penalised at the rate of 5% per day or part thereof unless an extension has been granted by the Unit Coordinator. Please see Moodle site for detailed instructions and due dates of the Assessment.

1. Explain the diffusion model of new product acceptance and how it can affect an organization performance?
2. What is the importance of collaboration and Networking for strategic innovation? How it can affect an organization performance?
3. What is the role of emerging opportunities for innovation and how they can affect organization performance?
4. What are the constraints of strategic innovation and how they can affect organization performance?
5. What are the drivers of globalization and how they can affect strategic innovation?

### Assessment Due Date

Review/Exam Week Monday (10 June 2019) 5:00 pm AEST

### Return Date to Students

Exam Week Monday (17 June 2019)  
5:00 PM

### Weighting

60%

### Assessment Criteria

| Section/Criteria  | Marks |
|---|-------|
| <b>Introduction:</b> Clearly outlines the background, purpose and structure of the essay.   | 15%   |
| <b>Body:</b><br>1. Defining key terms, theories and concepts relevant to the topic <b>(10%)</b><br>2. Clear explanation of the themes and theories <b>(10%)</b><br>3. Application of the themes/theories on real-life corporate examples <b>(15%)</b><br>4. Demonstrates a high level of quality research by critically evaluating the literature utilising 15 latest academic sources (journal articles year 2005 and onwards), plus 4-5 reputable and reliable non-academic sources to identify real-life corporate examples <b>(15%)</b> | 50%   |
| <b>Conclusion:</b> Clear and concise summary of the argument developed in the body part of the essay. No need to introduce new material but highlight some implications and future research directions.   | 10%   |



|   |     |
|---|-----|
| <b>Presentation:</b> Demonstrates high quality of professional manner (such as high quality of expression, grammar, spelling, punctuation, and proofreading). Make sure you use the recommended format/style (i.e. 1.5 line spacing, 12-size font, Times New Roman). Assessment cover sheet included. | 15% |
| <b>References:</b> Correct use of APA (American Psychological Association) reference style in in-text and end-text (in the reference list).   | 10% |

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Learning Outcomes Assessed

- Undertake independent research related to innovation and develop analytical skills to assist in future planning for an organisation
- Communicate information in an organisational context by providing recommendations that address strategic challenges related to innovation.

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem