

Management and Commercialization of Technological Innovation

Course Name	Course type (credit/hours)	전선(3/3)			Course code	1008
	Target students Division/major/grade	경영학과/3학년			Opening semester	2019 1ST SEMESTER
	Class time and classroom	월D(다311) 목D(다311)(다311)			English Grade	A(100%English)
Reference to this course	Prerequisite courses					
	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)	김기민(Kimin Kim) (조교수/경영대학 경영학과)				
	Office Room Number	다산관 306-2호	Office phone Number	3687	e-mail	
	Office hours	Mon & Thur 3:00pm - 4:00pm		Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number	010-5771-0301	e-mail	whitebear0302@ajou.ac.kr

1. Introduction

Innovation, especially technological one, is at the forefront of much of the current economic debate to enhance the competitiveness of contemporary organizations. Since innovation is a fundamental driver of competitiveness, the management of innovation is one of the most important and challenging aspects of modern organizations.

However, due to its inherently difficult, uncertain and risky nature, most new technological innovations fail to be translated into successful products or services. Given this, it is essential that we understand the strategies, tools and techniques for managing technological innovation, which often requires a different set of managerial knowledge and skills those employed in everyday business administration.

The course is designed to introduce the innovation process, the management of innovation process within the organization, the role of innovation in the global context and the management of commercialization process of technological innovations. We will explore theories and practical applications about management of and commercialization of technological innovation.

2. Course Objectives

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3. Class types and activities

This course requires active student engagement: students are learners and teachers in the course. Learning activities include reading books and articles, personal reflection, discussion, case studies, presentation, projects, and etc.

4. Teaching Method

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|---|---|
| <input checked="" type="checkbox"/> lecture | <input checked="" type="checkbox"/> discussion and debate |
| <input checked="" type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc) |
| <input type="checkbox"/> designing and production | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others | |

5. Support Systems in Use

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|--|--|---|
| <input checked="" type="checkbox"/> e-class | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture | <input checked="" type="checkbox"/> blended learning(combination of online and offline teaching) | |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others | |

6. Teaching Tools

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|---|--|
| <input checked="" type="checkbox"/> PBL(Problem Based Learning) | <input checked="" type="checkbox"/> CBL(Case Based Learning) |
| <input checked="" type="checkbox"/> TBL(Team Based Learning) | <input type="checkbox"/> others |

7. Knowledge and ability required for taking this course

Being an 100% English course, all the class activities, including taking lectures, communicating with the instructor and the TA, and writing exams, shall be conducted only in English. Also, there should be minor penalties for incorrect or inappropriate English writings for the assignments and exams.

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam	1	25	Midterm Exam
final exam	1	25	Final Exam
quiz			
presentation	2	30	Team Assignments (15 * 2)
discussion			
homework	8	10	Individual Assignments
etc		10	Class Participation & Contribution
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Strategic Management of Technological Innovation (5th ed.)	Melissa A. Schilling	McGraw-Hill Irwin	2017

10. Class system and Class shedule

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Introduction	E	김기민(Kimin Kim)			
2	Sources of Innovation	E	김기민(Kimin Kim)			
3	Types of Innovation	E	김기민(Kimin Kim)			
4	Patterns of Innovation	E	김기민(Kimin Kim)			
5	Standards Wars & Dominant Design	E	김기민(Kimin Kim)			
6	Timing of Entry	E	김기민(Kimin Kim)			
7	Strategic Direction	E	김기민(Kimin Kim)			
8	Midterm Exam	E	김기민(Kimin Kim)			
9	Special Topics	E	김기민(Kimin Kim)			
10	Collaboration Strategies	E	김기민(Kimin Kim)			
11	Protecting Innovation	E	김기민(Kimin Kim)			
12	Organizing for Innovation	E	김기민(Kimin Kim)			
13	Managing NPD Process	E	김기민(Kimin Kim)			
14	Managing NPD Teams	E	김기민(Kimin Kim)			
15	Crafting a Deployment Strategy	E	김기민(Kimin Kim)			
16	Final Exam	E	김기민(Kimin Kim)			

11. Other items of notification

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