

<b>MLI26C727 Innovation Management in the Global Economy</b>	<b>6 cr</b>
<b>Learning Outcomes and Content</b>	
<p>Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the concept of innovation, 2) learn how to enhance and manage organization s creativity, innovation-based competitiveness and superior performance in the global economy, 3) know and understand the fundamentals of the innovation process, 4) be aware of the various institutions that may influence the innovation process, 5) learn how to manage the creation, protection, commercialization and capture of value from intellectual property rights (IPRs) and innovations, 6) gain insight and competency how to lead and design innovation initiatives at international companies.</p> <p>Content: An examination of the essential institutional frameworks (innovation systems), concepts, methods and practices in the context of innovation management and the global economy. The focus of innovation management is to allow both the small and large organizations to respond to an external or internal opportunity, and use its creative (intrapreneurial/entrepreneurial) efforts to introduce new ideas, processes or products in order to gain and maintain a competitive advantage in the global business world. The flow of technology and information and the interaction between people, enterprises and institutions is the key to an innovative process in order to turn an idea into a process, product or service on the market.</p>	

<b>Instructor Name and Profile</b>
<p><i>Professor Henrik Dellestrand</i></p> <p>Henrik Dellestrand is a professor of International Business at the Department of Business Studies, Uppsala University. Currently, he is working on a project concerning knowledge, learning, and headquarters role and functions within multinational corporations. Other areas of interest include the performance implications of innovations and how innovations are developed and assessed by different actors inside and outside the multinational enterprise.</p> <p>Dr. Dellestrand has taught International Business as well as Innovation and Knowledge Management at the bachelor's and master's level in Sweden, Finland, France, Portugal, and Italy</p>

<b>Email Address</b>
henrik.dellestrand@fek.uu.se

<b>Office Hours</b>
Monday-Thursday 08.00-09.00 (or by appointment).
Usually, I am at the office and you can just drop by and see me.

## Required Reading

### Textbook

- Schilling, M.A. 2023. Strategic Management of Technological Innovation. 7<sup>th</sup> edition. McGrawHill. ISBN: 978-1-265-07335-0. (It is also OK to use the 6<sup>th</sup> edition of this book).

### Cases

- Tomke, S. & Feinberg, B. Design thinking and innovation at Apple. HBR case: 9-609-066.
- Gundling, E. Disruption in Detroit: Ford, Silicon Valley, and Beyond (A). B5875.
- Subramanian, R. First Solar: The Solar Module Recycling Opportunity. HBR case: W16177-PDF-ENG

## Course Schedule

**Deduction due to an absence on the first day of the course:** 5 points (on a 100-point scale) will be deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.

Session # and Date	Topic/s	Assignment/s
Session 1: March 11 (Monday)	Introduction to the course	During this session, the outline of the course will be introduced alongside key innovation management ideas.  Assignment for session 7 will be discussed.  No readings are assigned for the first day.
Session 2: March 12 (Tuesday)	Introduction to innovation management	Read Schilling chapter 1.
Session 3: March 13 (Wednesday)  <b>+ 30 minutes</b>	Sources and types of innovation	Read Schilling chapter 2-3.
Session 4: March 14 (Thursday)	Innovation battles and timing	Read Schilling chapters 4-5.

Session 5: March 15 (Friday)	Case 1 - Apple	Read and prepare the Apple case.  <b>Hand-in of case analysis 1 is due 08.45 on MyCourses.</b>  Please see a separate instruction for the case analysis hand-in for a specific breakdown of what the analysis entails and the questions to be answered.
Session 6: March 18 (Monday)  <b>+ 30 minutes</b>	Guest lecture  <b>n.b. Attendance is mandatory.</b>	Guest lecture by Anna Kholina – lead service designer at Futurice.  No preparation is required.
Session 7: March 19 (Tuesday)  <b>+ 30 minutes</b>	Quiz 1  <b>n.b. Attendance is mandatory.</b>  Organizational strategy and innovation	<b>Quiz 1</b> (please note that this quiz is part of the overall evaluation). Quiz 1 covers chapters 1-5 in the textbook and the corresponding slides.  If possible, read Schilling chapter 6 beforehand. However, focus on revising chapters 1-5 for the quiz.
Session 8: March 20 (Wednesday)	Collaboration strategies and IPR	Read Schilling chapters 8-9.
Session 9: March 21 (Thursday)	Case 2 – Disruption in Detroit	Read and prepare the Disruption in Detroit case.  <b>Hand-in of case analysis 2 is due 08.45 on MyCourses.</b>  Please see a separate instruction for the case analysis hand-in for a specific breakdown of what the analysis entails and the questions to be answered.
Session 10: March 22 (Friday)  <b>+ 30 minutes</b>	Organizing for innovation	Read Schilling chapter 10.
Session 11: March 25 (Monday)	Case 3 – First Solar	Read and prepare the First Solar case.  <b>Hand-in of case analysis 3 is due 08.45 on MyCourses.</b>  Please see a separate instruction for the case analysis hand-in for a specific breakdown of what the analysis entails and the questions to be answered.
Session 12: March 26 (Tuesday)	New product development	Read Schilling chapters 11-12.

Session 13: March 27 (Wednesday)  <b>+ 30 minutes</b>	Quiz 2  <b>n.b. Attendance is mandatory.</b>  Summing up & Q&A	<b>Quiz 2</b> (please note that this quiz is part of the overall evaluation). Quiz 2 covers chapters 6, 8-12 in the textbook and the corresponding slides.
Session 14: March 28 (Thursday)	FINAL EXAM	Final exam: prepare all readings in Schilling except chapter 7. Also, the lecture slides are covered by the exam.
Friday, March 29	<b>Good Friday</b>	<b>No course activities</b> The missed time needs to be made up during the course (2.5 hrs excluding the breaks)

2023-2024

<b>Grading</b>	
<b>Course Requirements</b>	<b>Weighting (%) or maximum points</b>
Requirement 1: Exam	30
Requirement 2: Quiz 1	18
Requirement 3: Quiz 2	18
Requirement 4: Individual case analysis 1-3 (3*8)	24
Requirement 5: Participation	10
<b>Total</b>	
<b>100</b>	
<b>Conversion scale</b>	<b>Final grade (official scale)</b>
90 - 100	5
80 - 89	4
70 - 79	3
60 - 69	2
50 - 59	1
0 - 49	0

<b>ECTS STUDENT WORKLOAD</b>	
This course is a 6 ECTS unit course, following the ECTS (European Credit Transfer System) guidelines of Aalto University School of Business. The number of hours the average student is expected to work in the course is 160 (including in-class and out-of-class work).	
<b>Types of Hours</b>	<b>Number of Hours</b>
<b>Contact hours (on- and off-campus):</b>	<b>45</b>
<b>Out-of-class hours:</b>	<b>115</b> (Sum of fields below)
Work with course materials, eg required reading	80
Exam preparation	20
Individual research & writing	6
Team projects (meetings, research, preparation, etc.)	4
Other (individual preparation for assignments)	5
<b>Total of all student workload (contact and out-of-class) hours:</b>	<b>160</b>

## **ACADEMIC POLICY STATEMENTS**

<b>CODES OF CONDUCT</b>
Academic excellence and high achievement levels are only possible in an environment where the highest standards of academic honesty and integrity are maintained. Students are expected to abide by the Aalto University Code of Academic Integrity, other relevant codes and regulations, as well as the canons of ethical conduct within the disciplines of business and management education.
In addition, the BScBA Program has strict exam regulations in force which must be followed in all test-taking situations.

## TEXTBOOK POLICY

All required textbooks and other course materials are the responsibility of the student. It is the expectation of faculty that all students will have access to the textbooks and other reading material. If a student is not able to purchase his/her own copy of the textbook or other required reading materials, it is nonetheless the student's responsibility to find a way to complete the reading for the course.

## CLASS ATTENDANCE AND PARTICIPATION

Class attendance and participation are considered integral parts of teaching and learning at the BScBA program in Mikkeli. Therefore, regular class attendance is required of all students and attendance records are kept for each class. Students are also expected to be in class on time.

If the student participates in the final exam/assessment, it will be graded and counted towards the final grade.

The attendance policy of the BScBA program provides that:

- 1) **A maximum of three absences of any kind** is allowed for a 3-week, 6-credit course. Four or more absences will result in being dropped from the course.
- 2) Whenever taking an absence, **the student bears the risk of missing class**, and the consequences, which may include a lower participation grade, missing a graded activity, etc. It is up to the course instructor to decide whether or not a graded activity can be completed later.
- 3) **An absence on the first day of the course** will result in 5 points (on a 100-point scale) being deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.
- 4) **A student getting to class after the session has started** will not be able to enter the classroom until the first break and will get an absence for the day.
- 5) It is expected that **students marked present for the day are in class the entire time**. Students leaving class early may be marked absent.
- 6) **The instructor may include class participation as a component of the grade**; up to 15% of the total points that can be earned toward the final grade.
- 7) **The instructor may identify up to three days of the course (in addition to the first day) as mandatory**, ie taking an absence on those days would have a direct impact on the course grade.

The instructor for the course will take attendance in classes. The decision to drop a student from a course will be made by the instructor, who will inform Mari Syväoja, Manager of Academic Operations: [mari.syvaoja@aalto.fi](mailto:mari.syvaoja@aalto.fi).

### **Addition to the attendance policy of the BScBA Program, Mikkeli Campus:**

- This addition concerns absences in addition to the normal maximum of three that would fall under a category called **Medical and Family Emergency cases**.
- Students who want to use this option to complete a course must fulfil these criteria:
  - The total absences of the student will exceed the normally allowed three absences due to a major medical problem or family emergency.
  - The student will be absent no more than 5 days; exceeding that number of days will result in dropping the course.

- Documentation or a detailed explanation concerning the entire period of the emergency (such as a medical certificate) is provided to the Manager of Academic Operations.
- The case-by-case solution will be coordinated by the Manager of Academic Operations, who will deal with the documentation and discuss with the instructor to find a pedagogical solution enabling the student to continue in the course. In case the MAO is on leave, the student should contact the other study office staff.
- The solution must not cause a significant increase in the instructor's workload. The grading elements for the course may be reviewed, and additional assignments may be arranged if feasible. However, a shifting of grading proportions may occur. The course grade might be affected due to the student missing some in-class activities.

## **Additional Information**

### **GENERAL INFORMATION**

The course will use a mix of theory and cases to approach themes related to innovation management and will emphasize a dialogue-based teaching approach encompassing open discussions. Lectures will mostly be literature-based but can also include short cases, group exercises, and individual assignments in order to elucidate innovation management challenges. Furthermore, the course covers full case sessions. Students are expected to be well-prepared and actively participate in class discussions.

The quality of the learning is dependent on students' preparation, engagement with the topic, and in-class activity. We aim to have highly interactive sessions (this is valid for both lectures and case sessions).

Brief suggestions for how to prepare for the sessions:

- Read the texts for each session.
- Identify important concepts and perspectives presented in the texts.
- Think about how the theoretical approaches introduced in the readings can be applied to the cases.

The exam, participation, and case hand-ins are evaluated according to:

- The thoroughness of the understanding of the course literature.
- The quality of the analysis relative to Bloom's taxonomy.
- The consistency, logic, and stringency of the argumentation.
- The ability to critically reflect on conclusions and recommendations.

### **CASE HAND-INS**

This is an individual assignment. The case hand-ins should contain an analysis of the case according to the assigned case questions (further instructions are posted on MyCourses). You will have to hand in your analysis prior to each case session. There is a maximum word limit for each analysis of 500 words respectively. Do not reiterate the case. Rather, try to apply the readings, theories, and concepts to the case. Each case analysis can give you up to 8 assessment units, i.e., you can, in total, collect a maximum of 24 assessment units that will count towards your final grade.

### **QUIZ**

The quizzes test your knowledge and comprehension of the literature. They consist of 18 multiple-choice questions each. There are two quizzes and consequently, you can collect a maximum of 36 assessment units that will count towards your final grade.



## EXAM

The exam will be essay-based, with a number of discussion questions that require both shorter answers covering key concepts as well as more elaborate analytical answers where students will be able to showcase their ability to synthesize the literature. In total, the final exam counts for a total of a maximum of 30 assessment units towards your final grade.

## BLOOM'S TAXONOMY

