

MGT555 Innovation and Strategy

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

In an increasingly volatile, uncertain, complex and ambiguous business environment, organisations need to adopt a focused and effective approach to innovation. Successful companies such as Apple, Amazon, Coca Cola, Toyota, Samsung, P&G, General Electric, and other industry leaders continue to build breakthroughs with innovative strategies that reshape markets, deliver customer value, redefine channels and defend competition. This course examines the various emerging technologies and frameworks that market leaders use to build innovation into their business approach. Through realworld examples and case studies, students will learn how to drive innovation and develop strategies in the context of industry disruption.

Topics:

- Strategic Management for the Innovative Organisation
- Emerging Technologies and Disruptive Innovation
- Value Chains and Innovative Ecosystems
- Open Innovation, Crowdsourcing and Co-Creation
- Fostering Innovative Strategies and Implementing Change
- Strategic Evaluation and Business Transformation

Learning Outcome:

- Assess emerging technologies and business frameworks in the context of industry disruption
- Combine innovation into the strategy development process
- Appraise an innovative organisation in the digital economy
- Formulate and capitalise on untapped areas of business opportunity by proposing innovative changes to existing business models
- Examine ideas from multiple perspectives to identify reasoning in a variety of fields with differing assumptions, contents and methods
- Propose new business opportunities to better meet the needs of existing markets and bring benefits to organisations
- Develop a strategic mindset and global insights in leading innovative organisations

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	PARTICIPATION 1	15
	GROUP BASED ASSIGNMENT 1	25

Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.