

Management and Commercialization of Technological Innovation

Course Name	Course section (credit/hours)		Elective course(3/3)			course code	I064
	course item					course component	
	Target students Division/major/grade					opening semester	2021 1ST SEMESTER
	Class time and classroom		Mon B(DaB106)Thu B(DaB106)			English Grade	A(100%English)
Reference to this course	Credit compositon		Theory(3) + Design(0) + Practice(0)				
	Prerequisite courses						
	Related basic courses						
	Recommanded concurrent courses						
	Related advanced course						
Instructor	Name (title/division)		Kimin Kim(Assistant Professor, Business Administration)				
	Office Room Number	다산관 306-2호	Extension Number	3687	e-mail	kmmkim@ajou.ac.kr	
	Office hour	Mon & Wed 3:00pm-4:00pm		Homepage address			
Teaching Assistant	Name (title/division)						
	Office Room Number	-	Office phone Number	010-2823-7973	e-mail	inggyu011@ajou.ac.kr	

1. Course 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 & course outcome

3. Class types and activities

There are a few things to be fully noticed due to the format of the course.

First, all the class activities, including taking lectures, communicating with the instructor and the TA, and writing assignments and exams, shall be conducted only in English.

There should be minor penalties for incorrect or inappropriate English writings for the assignments and exams.

Second, most lectures are delivered via Ajou Bb through the Internet.

Students are expected to manage their own resources, such as time and PCs to access to the Internet, and have no difficulties in handling related devices.

Attendance will be checked automatically when watching video lectures in full within a limited period; "Fail" on attendance will be given when watching them with fast forward function, when closing them before completion, or when watching them after due date.

Please keep in mind that, according to the University Regulation, F grade shall be given if you fail to attend classes more than a quarter of the whole classes.

Lastly, several classes will be conducted via Online Live Lecture.

Therefore, every student is expected to handle Zoom with ones own laptops or PCs equipped with a webcam, speakers and a microphone, and keep them turned on throughout the class.

The schedule for Online Live Lecture is listed on the course schedule.

Additionally, communications between the instructor, the TA and the students shall be conducted mostly via Ajou email and AjouBb.

Students are expected to use their official Ajou email address rather than their private email accounts.

Students shall take their own responsibility for whatever consequences that may come from not checking their emails and posing on AjouBb.

4. Teaching Method

- | | |
|--|---|
| <input checked="" type="checkbox"/> lecture | <input checked="" type="checkbox"/> discussion and debate |
| <input 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

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> AjouBb | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input checked="" type="checkbox"/> cyber lecture | <input checked="" type="checkbox"/> online content | |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others | |

6. Teaching Tools

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> PBL(Problem Based Learning) | <input checked="" type="checkbox"/> CBL(Case Based Learning) | <input type="checkbox"/> TBL(Team Based Learning) |
| <input type="checkbox"/> UR(Undergraduate Research) | <input type="checkbox"/> FL(Flipped Learning) | <input type="checkbox"/> DSAL(Data Sciencd Active Learning) |
| <input type="checkbox"/> others | | |

7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance		10	Attendance
midterm exam	1	45	Midterm Exam
final exam	1	45	Final Exam
quiz			
presentation			
discussion			
homework			
etc			
study hours			

8. Textbook and Reference material

Main/Sub	Title	Writer	Publisher	Publication year
Main	Strategic Management of Technological Innovation (6th ed.)	Melissa A. Schilling	McGraw-Hill Irwin	2020

9. Class system and Class shedule

--

< Schedule >

* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
1	Introduction	E	3				
2	Sources of Innovation	E	3				
3	Types of Innovation	E	3				
4	Patterns of Innovation	E	3				
5	Standards Wars & Dominant Design	E	3				
6	Timing of Entry	E	3				
7	Strategic Direction	E	3				
8	Midterm Exam	E	3				
9	Special Topics	E	3				
10	Collaboration Strategies	E	3				
11	Protecting Innovation	E	3				
12	Organizing for Innovation	E	3				
13	Managing NPD Process	E	3				
14	Managing NPD Teams	E	3				
15	Crafting a Deployment Strategy	E	3				
16	Final Exam	E	3				

10. Contribution index of the course for attaining ABEEK program outcomes

course outcome	contribution scale
No Data	

11. Analysis of improved matters for the previous semester

13. Reference items