

Management and Commercialization of Technological Innovation

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	I034
	Target students Division/major/grade	Business Administration/Junior	Opening semester	2020 1ST SEMESTER
	Class time and classroom	Mon D(Da310)Thu D(Da310)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Kimin Kim(Assistant Professor, Business Administration)			
	Office Room Number	Dasan Hall 306-2	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	010-3109-1758	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

☒ lecture

☒ discussion and debate

☒ team project(presentation and case studies)

☐ experiments(role-playing,etc)

☐ designing and production

☐ on-site learning(on-site training)

☐ others

5. Support Systems in Use

☒ AjouBb

☐ automatic recording system

☐ web-based assignment

☐ cyber lecture

☒ online content

☐ class behavior analyzing system

☐ others

6. Teaching Tools

<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"/> UR(Undergraduate Research)	<input type="checkbox"/> FL(Flipped Learning)	<input type="checkbox"/> DSAL(Data Science Active 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	30	Midterm Exam
final exam	1	30	Final Exam
quiz			
presentation	2	20	Team Presentations
discussion			
homework	7	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 (6th ed.)	Melissa A. Schilling	McGraw-Hill Irwin	2020

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	Kimin Kim			
2	Sources of Innovation	E	Kimin Kim			
3	Types of Innovation	E	Kimin Kim			
4	Patterns of Innovation	E	Kimin Kim			
5	Standards Wars & Dominant Design	E	Kimin Kim			
6	Timing of Entry	E	Kimin Kim			
7	Strategic Direction	E	Kimin Kim			
8	Midterm Exam	E	Kimin Kim			
9	Special Topics	E	Kimin Kim			
10	Collaboration Strategies	E	Kimin Kim			
11	Protecting Innovation	E	Kimin Kim			
12	Organizing for Innovation	E	Kimin Kim			
13	Managing NPD Process	E	Kimin Kim			
14	Managing NPD Teams	E	Kimin Kim			
15	Crafting a Deployment Strategy	E	Kimin Kim			
16	Final Exam	E	Kimin Kim			

11. Other items of notification