

COURSE CODE: ENTINOV

COURSE TITLE: Management Innovations for Entrepreneurship

COURSE DESCRIPTION:

This 3-unit course focuses on the planning, leading, controlling and organizing of innovation within a start-up or existing business. This course would focus on how innovation would lead to identifying high-potential commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills. Moreover, topics on uncovering opportunities for innovating, building a business model to extract maximum value from your idea, protecting intellectual property and financing new ventures.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

McGraw Hill Connect Subscription:

- Schilling, M., (Seventh Edition) Strategic Management of Technological Innovation, McGraw-Hill. New York, USA

READING LIST:

- Audretsch, D., Lehmann, E., Link, A, Eds. (2019). A research agenda for entrepreneurship and innovation. US: Edward Elgar Publishing.
- Bocken, N., Ritala, P., Albareda, L., Verburg, R., Eds (2019). Innovation for sustainability. Switzerland: Palgrave MacMillan.
- Chan Kim, W. , Mauborgne, R. (2015). Blue ocean strategy, expanded edition: How uncontested market space and make the competition irrelevant. USA: Harvard business school publishing corp.
- Chen, J., Brem, A., Viardot, E., Kam Wong, P. (2019). The routledge companion to innovation management. New York: Routledge.
- Christensen, C. (2019). HBR's 10 must reads on business model innovation. Boston: Harvard review press.
- Christensen, C. (2016). The innovator's dilemma: When new technologies cause great firms to fail. USA: Harvard business school publishing corp.
- Justice, L. (2019). The future of design: Global product innovation for a complex world.
- Krippendorff, K. (2019). Driving innovation from within: A guide for internal entrepreneurs. New York. Columbia business school publishing.

- Kristensson, P., Ed. (2019). Service innovation for sustainable business. World Scientific Publishing Co. Ltd
- Lechevalier, S, Ed. (2019). Innovation beyond technology. Singapore: Springer.
- Ramanujam, M. (2019). Monetizing innovation: How smart companies design the product around the price. New Jersey: Wiley.
- Seitz, T. (2020). Design thinking and the new spirit of capitalism. Switzerland: Palgrave Pivot.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: