KAIST
School of Business and
& Technology Management

Syllabus
Fall/2017

MSB204
Introduction to Innovation Management

Credits: 3

Professor: WonJoon Kim
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Special Lecture by Professor: Dr. Seungheon Song
(McKinsey and Company)

Teaching Assistant:

Period: Aug. 28th – Dec. 14 th

First lecture: Aug. 28th

Examination date:

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1. Aims of the course

The purpose of this course is to introduce you to innovation studies, and to train you to think strategically about innovation management and policy from the perspective of firm and government. You will understand basic and fundamental theories in innovation studies and understand the mechanism of innovation in technology, firms, and nations. Therefore, in this course, we will explore such topics as, not bounded:

History of Innovation Studies
Sources of Innovation
Innovation and Economic Development
Types and Patterns of Innovation
Diffusion and Dynamics of Innovation
Innovation Strategy of Firms and Institutions
Open Innovation
Sustainable Innovation
Innovation Systems
Innovation, Science and Technology Policy

2. Class Operation Format

The course will be lecture, case, video and discussion based using Education 3.0 platform. We will use a combination of text and cases to explore and apply the topics. If you stay up on the material you will learn more during the discussions and be successful at the assignments.

Over the course of the semester, you will work in groups or individual to complete your presentation or case study. During the course of the semester, you will have several assigned exercises (some in class, some out-of-class) and presentation assignment. Through reading, organizing presentations, developing your own case analysis, you will gain a much richer understanding of the process of strategic analysis.

The course consists of three hours of lectures, video, discussion per week. The topics of the lectures are for each week listed in the planning scheme below. The lectures are normally on **Tuesday and Thursday from 10:30p.m. – 12:00p.m.**

- You need to do one of the following items before and during class:
  i. Preliminary study through video lecture with some assignments
  ii. Group discussion
  iii. Term project discussion
- In addition, you will have following requirements:
  i. Midterm
  ii. Group term project (on a topic germane to the class)

Most of notices, announcements, article to discuss during class hours will be posted on Facebook page, so please affiliate below class homepage of Facebook:

- **Facebook page:**

3. Textbook

"Strategic Management of Technological Innovation" by Melissa A. Schilling (Mcgrow-Hill)
Note: Although this book is a main textbook for this class, most of the lectures will be based on the lecture notes (PPT files).

4. Office Hours

By appointment with email.

5. Examinations

There is a midterm examination which will include questions regarding the understanding of the issues students learned.

6. Individual Paper Proposal

The proposed paper entails posing problem, collecting an appropriate data set, how to conduct an analysis, and writing preliminary results in the form of a short research paper. I will give you a more detailed description of the project a little later in the term.

7. Grading

Grading will be based on final exams, term project/homework. The point distribution will be as follows:

Midterm exam	-	20%
Final Term papers	-	30%
Peer Review	-	20%
Homework	-	15%
Attendance	-	15%
		100%

8. Schedule (subject to change)

Week	Date	Subject	Methods	Contents Dev. Plan	Homework	Additional Resources	Etc.
1	Aug. 29	Introduction to Innovation Studies	Overview lecture	-My Lecture 1		- Book: "High-tech, High-touch (John Naisbitt)" Prolog, Ch. 1, 2 – material distribute	-Intro to the class Other web resource search & upload to KLMS by TAs
	Aug. 31	Introduction to Innovation Studies	In-class lecture	Video: Lecture 2-1_ Intro to Innovation			SNS-based Q&A available at Facebook
2	Sept. 5	Sources of Innovation I - History of Innovation	In-class lecture	Video: Lecture 2-2~2-3_Intro to Innovation_History of Innovation			
	Sept. 7	Sources of Innovation I - History of Innovation	In-class discussion				
3	Sept. 12	Sources of Innovation II - Sources of Creative Destruction	**Online Class**	Video: Lecture3-1~3-5_Sources of creative destruction			- Book: "Schumpeterian Analysis of Economic Catch-up (Ken Lee)" Ch. 1, 2, 5, 6, 7
	Sept. 14	Sources of Innovation II - Sources of Creative Destruction	In-class discussion	Video: Lecture3-6~3-7_Sources of creative destruction	- MIT Lecture: http://ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-901-inventions-and-patents-fall-2005/		
4	Sept. 19	Types and Patterns of Innovation I	**Online Class**	Video: Lecture4-1~4-6_Types and Patterns of Innovation			
	Sept. 21	Types and Patterns of Innovation I	In-class discussion				
5	Sept. 26	Types and Patterns of Innovation II	In-class discussion	**Harvard Business Press Simulation Introduction**			
	Sept. 28	Types and Patterns of Innovation II	**Online Class**	Video: Lecture4-7~4-8_Types and Patterns of Innovation			
6	Oct. 3	Chuseok (Korean Thanks giving)					
	Oct. 5						
7	Oct. 10	Types and Patterns of Innovation II	**Online Class Simulation (HBS Case)**				

	Oct. 12	**Harvard Business Press Simulation**	**In-Class Competition**			-Group project rubrics -MIT Lecture: http://ocw.mit.edu/courses/sloan-school-of-management/15-351-managing-innovation-and-entrepreneurship-spring-2008/
8	Oct. 17 Oct. 19	Midterm Exam				
9	Oct. 24	**Term Project Discussion**	**In-class team meeting**		**Term Project Proposal due**	
	Oct. 26	Firm Strategic Innovation Management I	**Online Class**	Video: Lecture 5-1~5-3_Firm Strategic Innovation Management		
10	Oct. 31	**Special Lecture: Innovation Management in Practice**	**In-Class**	**Dr. Seungheon Song, McKinsey and Company**	**Special Lecture: Innovation Management in Practice**	
	Nov. 2	**Term Project Discussion**	**In-class team meeting**	Business Model Innovation		
11	Nov. 7	Firm Strategic Innovation Management I	In-class discussion	Video: Lecture 5-4~5-6_Firm Strategic Innovation Mgt.		
	Nov. 9	**Term Project Discussion**	**In-class team meeting**			
12	Nov. 14	Firm Strategic Innovation Management II	In-class discussion	Video: Lecture 6-1~6-8_ First Mover Advantage		
	Nov. 16	**Term Project Discussion**	**In-class team meeting**			
13	Nov. 21	Demand-Side and Innovation: Diffusion of Innovations	In-class discussion	Video: Lecture 7-0~7-7_Diffusion of Innovation		
	Nov. 23	**Term Project Discussion**	**Semi-Presentation**			
14	Nov. 28	Supply-Side and Innovation / Class Review	In-class discussion	Video: Lecture 8-1~8-4_Market Structure and Innovation	-MIT Lecture: 1 http://ocw.mit.edu/courses/sloan-school-of-management/15-356-how-to-develop-breakthrough-products-and-services-spring-2012/ 2. Product Design and Development: http://ocw.mit.edu/courses/sloan-school-of-management/15-783j-product-design-and-development-spring-2006/ - Book: "Marketing of High-Technology Products and Innovation (J. Mohr, S. Sengupta, & S. Slater)" Ch. 1, 2, 7	

	Nov. 30	**Term Project Discussion**	**Individual Team Meeting**			-MIT Lecture: http://ocw.mit.edu/courses/sloan-school-of-management/15-020-competition-in-telecommunications-fall-2003/
15	Dec. 5	**Term Project Discussion**	**Individual Team Meeting**			**Term Paper submission due**
	Dec. 7	**Final Presentation**				
17	Dec. 12	Final Exam Period				
	Dec. 14					

*FYI:

- MIT Lecture Video: http://ocw.mit.edu/courses/find-by-topic/#cat=business