

**Korea Advanced Institute of Science and Technology**  
**Graduate School of Innovation and Technology**  
**Management Course Syllabus, Spring 2020**

**Course Information**

- Course Title: Special Topics(3) in Innovation and Strategy  
: Case Development Process and Method of Technology Management
- Course Number: **ITM800**
- Prerequisites:
- Meeting Time: 3:30-6:30pm, Fri.
- Classroom: #2125, N5
- Course Web Pages: <http://klms.kaist.ac.kr>

**Instructor Information**

- Name: Karp-Soo Kim, Ph.D.
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- Office Hours: From Mon. to Fri., 2 –4 pm or by appointment
- TA: will be assigned later

**Course Objectives**

- The objective of this course is to study the process and method of case development in the field of innovation & technology management, and apply the materials for students to set up their own graduation work.
- Major learning objectives of this course are (1) acquiring several kinds of perspective to analyze complex innovation & technology activities in various cases, (2) acquiring ability to integrate several facts and characteristics into a systemic feature (that is, drawing up a case), (3) conducting professional and globalized oral and written communications, and (4) acquiring understandings about future global business strategy.
- Therefore, students are (1) required individually to search and study real success/failure story in innovation and technology management field. (2) In addition, students conduct group discussion in class about key issues with historic and academic perspective. They learn how to describe a storyline into a case with an academic format. (3) Furthermore, students are required to make presentations on new case development projects at the end of the semester.

**Course Description**

Case study is a very useful method when there is still little previous research. It can explain in plenty many historical and time series situations surrounding the case. In a single case study, we can explore universality and specialty. In particular, cases where a monopoly or oligopoly position is located in the field are often used in practical research. Samsung, Amazon, Intel, or Huawei may be a good example. Case study is preferred because it has a very effective advantage when describing the process, the reasons, or the methods from a

particular perspective.

A significant portion of the course ITM800 will consist of presentation and group discussion regarding the topics in each lecture. Each student will present their own developing case twice at a class. Special lectures will also be invited to share good research examples from former graduate students.

### **Expected Learning Outcome**

- Students are expected to identify research problems, acquire effective methodology search skills, and finding solutions for research questions.
- Students are expected to learn the logic of investigating reality and explaining it theoretically. Some students may try to create their unique critics and solutions for future development of the selected topic. They may share a variety view of the point in various innovation & technology cases.
- We expect that some students are willing to apply their case study output to some famous BM contest outside KAIST, including academic conferences.
- Students are expected to deliver their research findings efficiently through written documents and oral presentations such as global strategy consultants.

### **Course Materials**

#### **Required Text Book**

*Case Study Research : Design and Methods*, Sage Publication, 2014, by Yin Roberts  
(available at KAIST library)

### **Term Paper (Case Study)**

The purpose of a term paper is to exercise and develop investigating capability in innovation and technology management with a real case. Students should submit the first draft of a case development plan from the beginning of the class. Students can also change their topic from feasibility test and other difficulties at the second presentation during the class. The draft must include the motivation, theoretical review, research theme, investigation feasibility, data availability, and research schedule. The final report must describe mid-output of research and the detailed further research plan to make a graduation work.

### **Presentation**

- Individual-based term paper/case study
- Group discussion on firm & product/service case

### **Academic Honor Code of ITM (Graduate School of Innovation and Technology Management)**

Academic integrity and honesty are critical values of KAIST community. It is essential to the academic integrity of this community that students do their own work and properly acknowledge the ideas, sources, and assistance upon which that work is based. As a member of KAIST ITM community, all students including those who take ITM courses are expected to adhere to the principles of truth, integrity, and respect. Failure to comply with the Honor Code may result in disciplinary action including failure of the course.

Academic dishonesty includes but is not limited to the following:

- Cheating: Copying from another's examination paper, solutions, assignments, or allowing another to copy from one's own.
- Plagiarism: Using another person's original work without giving appropriate credit to or acknowledging the authors or sources
- Self-plagiarism: Submitting one piece of work in more than one course without the explicit permission of the instructors involved.
- Misrepresentation of authorship: Submitting work as one's own that has been prepared by or purchased from another.
- Unpermitted collaboration or aid: Giving or receiving unpermitted aid on exams or assignments.

Any member of the ITM community who believes that violation of academic dishonesty has occurred should bring the matter to the attention of the department chair. The department chair will assign members of Academic Review Committee (학사심의회) to conduct a thorough investigation and, if necessary, request a due process to university.

### Grading Policy

Presentation	15%
Group Discussion	15%
Term Paper (Case Study)	40%
Midterm Exam	
Final Exam	
<u>Attendance/Participation</u>	<u>30 %</u>
Total	100%

### Grading Scale:

97 – 100 %	A+
93 – 96 %	A0
90 – 92 %	A-
87 – 89 %	B+
83 – 86 %	B0
80 – 82 %	B-
77 – 79 %	C+
73 – 76 %	C0
70 – 72 %	C-
67 – 69 %	D+
63 – 66 %	D0
60 – 62 %	D-
0 – 59 %	F

## Tentative Course Schedule

Week	Topic	Materials
1	Introduction to Case Development : Design and Methods	Handout
2-5	Presentation of Each Student and Group Discussion	Handout
6	Special Topic : Invited Lecture	Handout
7	Presentation of Each Student and Group Discussion	Handout
8	Mid Term Paper (Submission of Revised Draft)	
9-12	Presentation of Each Student and Group Discussion	Handout
13	Special Topic : Invited Lecture	Handout
14	Workshop : Contest	Handout
15	Presentation of Each Student and Group Discussion	Handout
16	Final Term Paper Presentation	

This schedule is subject to change if necessary

### **Reading Reference List**

William Ellet (2010), “How to Discuss a Case”, *The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases*, HBR press

Wells J.R. and Danskin G. and Ellsworth G. (2018), “Amazon.com 2018”, *Harvard Business School*, 9-716-402

Eisenhardt K.M. (1989), “Building Theories from Case Study Research”, *Academy of Management Review*, Vol.14, No.4, pp.532-550

Bennedson M. (2017), “Samsung: Family Assets and Roadblocks(A)-Drivers of Success, Family Assets and Business Strategy”, *INSEAD*, IN1448