

School of Information Management

MMIM 580

Special Topic: IT innovation and Entrepreneurship

Trimester 3 2012

COURSE OUTLINE

Names and Contact Details

Contact Details	
Course Coordinator:	Dr Tony Thistoll Ph: 021 446 270 Email: tony.thistoll@vuw.ac.nz tony@thistoll.com
	Appointments:- If you would like to meet with me, you will need to arrange a time and place via email first. Use can also be made of Blackboard for communications with both me as well as other members of the class.
Programme Administrator:	Usha Varatharaju Room 520, Rutherford House, Bunny Street, Wellington Ph:- 463 5309 e-mail :- Usha.Varatharaju@vuw.ac.nz
Dates:	Wednesday 21 st November to Wednesday 28 th November <u>Monday 3rd December</u> Wednesday 5 th December to Wednesday 19 December Wednesday 16 th January 2013 to Wednesday 30 th January <u>Monday 4th February – Room GBG04</u> Wednesday 13 February
Times:	Wednesdays – 17.40 – 19.30 Mondays (3 Dec & 4 Feb) 17.40 – 19.30
Venue:	Government Buildings, GO5 Except Monday 4 th of February - Room GBG04

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 30 November.
2. The standard last date for withdrawal from this course is 25 January.

Course objectives

This course examines the linkages between IT innovation, value, and the challenges of bringing innovations to market. The closely aligned phenomenon of entrepreneurship will also be explored. Various relevant models and practices will be examined and applied to real-life situations.

Course Timetable

Class No.	Date of Lecture	Topic	Assessment Due Written Deliverable
1	21 Nov	Course overview, what am I: entrepreneur, intrapreneur and/or collective actor?	
2	28 Nov	The innovation process, defining innovation; key IT innovation concepts and frameworks	SPA 1
3	03 Dec <u>Monday</u>	Entrepreneurship a historical perspective: entrepreneurial rent, risk and opportunity; economic based perspectives	
4	05 Dec	IT Diffusion concepts and frameworks; crossing the chasm	SPA 2
5	12 Dec	(IT) Entrepreneurship a modern day perspective; case study of IT entrepreneurship	SPA 3
6	19 Dec	Intrapreneurship, corporate intrapreneurship	SPA 4, Hand in take home test
	26 Dec	Mid trimester break (Christmas & New Year)	
	02 Jan		
	09 Jan	No class, (class transferred to 2nd of December)	
7	16 Jan	Relationship between IT, IT innovation and corporate strategy	SPA 5 Research Essay
8	23 Jan	Special session – Current and topical issues in IT innovation and entrepreneurship	
9	30 Jan	The role of collective actors in the IT innovation process; what makes IT innovation different?	SPA 6
10	04 Feb <u>Monday</u>	Defining and measuring entrepreneurial success; in summary factors that facilitate or hinder the IT creation and diffusion process	
	06 Feb	Waitangi Day (class transferred to 4th of Feb)	
11	13 Feb	Final Case Study, Concluding remarks. What am I: entrepreneur, intrapreneur and/or collective actor?	In class case study

Course Learning Objectives

1. Demonstrate an understanding of the relationship between innovation and productivity and between IT and corporate strategy
2. Demonstrate an understanding of the roles of the entrepreneur, intrapreneur and other collective actors in the IT diffusion process.
3. Demonstrate an understanding of the factors that facilitate or hinder the IT creation and diffusion process and the relationship between IT and corporate strategy, especially the concept of strategic alignment.

Course Delivery

The course will be delivered in the form of ten lectures. The last class will be allocated to an in-class case study test.

Instead of a final course examination, there is a Case Study to be held in the final class on the 13th February 2013. Students will be given a case to read in preparation for the exercise and will be allowed to bring into the class their lecture notes and any other materials they consider they might need. It is an open book assessments of student understanding of the material covered in class. The purpose is to make the case study assessments into learning opportunities so that they are not just exercises in remembering facts or theories presented in class, but rather opportunities to reflect on relevant issues and express creative analyses of those issues.

Textbook

No textbook is required. Readings will be made available to students in either hardcopy or through Blackboard. Students are responsible for printing out readings if necessary. Students will also be expected to seek out their own resources from the library and the Internet. In addition, at least one week prior to each seminar, links to the web will be activated on the Course Documents page under each week's module. These links will lead to articles on the topic to be discussed that week. Every student is required to read and explore the subject using the material provided, the web sites pointed to, and any print resources specified. Other books particularly relevant to this course have been placed on three-day loan in the commerce library.

Materials and Equipment

Students must have computer access. This is provided in the SIM postgraduate lab located in Rutherford House, RH 507. Contact Usha for the PIN to enter the lab.

Expected Workload

Course participants are expected to pre-read Session Preparation Assignments (SPAs), attend lectures, and participate actively in class discussions during the lecture. It is further expected that assessment components are handed in on time. The extent and quality of participation will be assessed. In this course we will learn from one another - as a collective exercise. We will also learn from research, thinking and assignments. The focus will be on active learning through participation. With a more active approach, you will learn far more than a few theories and interesting case studies.

This is a 15 point course. One point should equate to 10 hours of work, which means a total of 150 hours for a 15-point course.

Assessment Requirements

Assessment item	Delivery date	%age of total grade
Session Preparation Assignments - SPAs	Weekly as shown	30
Take Home Test	Wednesday, 19 December	20
Essay	Wednesday, 16 Jan 2012	30
Final Case study	Wednesday, 15 Feb 2012	20
Total		100

1. Session Preparation Assignments (30%)

There will be six Session Preparation Assignments – SPAs – during the course. The readings for each SPA will be posted to the BlackBoard website. Students will be expected to read the document(s) and come to class prepared to discuss the issues presented. These SPAs are designed to assist the student develop their critical thinking skills and to give students practice with the analysis of texts and the identification of issues of relevance to lectures and class discussions. As such they prepare students for the mid-term and end-of-term case study tests.

2. Take Home Test (20%)

Students will be provided with questions (relating to the readings set for the course) at the start of the test period. The test period will be two weeks. The questions will be based on the topics covered over the duration of this period of the course.

3. Essay (30%)

A 3000-word research paper on a chosen topic. This paper must be well written to academic standards. The topic must be approved by the course co-ordinator. Topic areas include, but are not limited to: IT innovation, Entrepreneurship, Intrapreneurship, Diffusion of Innovation, IT innovation and Strategy.

4. Final Case Study (20%)

Case study tests are intended, in a readable way, to give students an opportunity to apply some of the principles emerging from lectures and class discussions in the MMIM 580 course.

In preparation for the class exercise, students will be given a document to read paying particular attention to the following:-

- The strategic and managerial decision issues emerging from the case;
- How these relate to the principles addressed in class discussions;
- What you think would be the best approach to resolving the problems or issues identified.

Feedback on assessments

- All SPAs submitted will be assessed and returned to students at the following class.
- The literature review will be marked according to the marking rubrics indicated in this Course outline and returned to students within two weeks.
- The mid-trimester take home test marks will be posted to the course Blackboard website by the 11th January 2013.

- The final written essay and the final case study will be marked and the grades made available by the end of February 2013.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Grading standards:

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description**
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfills requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognised that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

** The lecturer will make use of assessment rubrics developed by the Faculty of Commerce to define levels of performance in specific learning outcomes. These will be made available to students so that they are aware of the criteria against which their work will be assessed.

Examinations

There is no final examination for this course. Course grades will be derived from the assessment items identified above.

Attendance and Class Contribution

Students are expected to attend at least 75% of the class sessions and participate both in class and in on-line forums (all course objectives). Please notify the course co-ordinator, Tony Thistoll, in advance if you are unable to attend a class.

To pass the course, you must gain a weighted average of 50% across all assignments. To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments.

Penalties

All written assignment deadlines have been specified and will be assessed by the date and time recorded on the email to which the assignment was attached when submitted to the Course Convenor. Because meeting deadlines is a critical factor in the assessment of tenders, job applications and other business negotiations, applications for extensions of time for the completion of assignments will not be entertained. The decision to submit an assignment late can be made by the student concerned, bearing in mind that there will be a 5% per day penalty for late delivery to a maximum of 25%. Students submitting their assignment late will be

considered to have made an executive decision to do so and accept the penalty consequences. Assignments delivered more than 5 days late will not be marked.

Communication of Additional Information

Additional course information will be conveyed to students in class, by email or by posting the information to the course Blackboard site. Please monitor your email and the course Blackboard regularly.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Link to general information

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.