

COURSE CODE: BUAD 307**COURSE TITLE:** Managing for Innovation**Calendar Description**

Innovation is a basic element of business growth and success. Innovation, like many business functions, is a management process that requires specific tools, rules and discipline. It requires measurement and incentives to deliver sustained, high yields. Organizations can use innovation to redefine an industry by employing combinations of business model innovation and technology innovation. This course goes beyond ideas and inspiration to offer practical, tested advice on how to create value from the innovation investment on the level of day-to-day processes, as well as at the strategic level.

Prerequisite(s): Minimum third-year standing**Co-requisite(s):** None**Prerequisite For:** None**Substitutable Courses:** None**Graduation Requirement:** BBA, Management option - Elective**Transfer Credit:** None**Special Notes:** Students with credit for BUAD 339 Special Topic: Managing for Innovation cannot take BUAD 307 for further credit.**Credits:** 3**Hours per Week:** 3**Originally Developed:** September 2008**EDCO Approval:** September 2008**CHAIR'S APPROVAL:** 

Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Explain** the role of creativity and innovation for value creation and competitiveness.
 - 2 **Assess** key innovation management concepts, processes and arguments.
 - 3 **Apply** diagnostic and analytical skills for detecting and resolving innovation challenges.
 - 4 **Communicate** ideas, intentions and outcomes to diverse audiences both orally and in writing.
 - 5 **Explain** how continuous development of knowledge and skills relate to the innovation process.

Course Objectives

- Objectives This course will cover the following content:
See weekly Course Schedule

Professors

Name	Phone	Number	Office	Email
Patrick Schryburt (Course Captain)		ext. 4456	E214	pschryburt@okanagan.bc.ca

Evaluation Procedure

Mid-Term Exam	30 %
Term Project	25 %
Student-Led Lesson	20 %
Individual Assignment(s)	25 %
Total	100 %

What is the acceptable and approved use of Artificial Intelligence (AI) in this course?

Generative AI tools are not permitted unless explicitly stated otherwise

The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#)).

Required Materials

Silverstein, David; Samuel, Philip; and DeCarlo, Neil; 2012. The Innovator's Toolkit. John Wiley & Sons Inc. ISBN: 978-1-1182-9810-7

Selected reading list as assigned by the professor.

Notes

Assignments that are not submitted on time will be penalized 10% for each day the assignment is late, up to five days; after five days, the student will receive a grade of zero for that assignment.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2025 Week of:		Monday, January 6 th , First day of class Friday, January 17 th , Last day to register for Winter 2025 Friday, January 17 th , Last day to withdraw from class without academic penalty Monday, February 17 th , Statutory Holiday (no classes) Tuesday, February 18 th – Friday, February 21 st , Mid-semester break (no classes) Friday, April 11 th , Last day of classes Friday, April 18 th and Monday, April 21 st – Statutory Holidays (no classes) Tuesday, April 15 th – Tuesday, April 29 th – Final Exam Period	Chapter(s):
Jan.	6	Course introduction	Moodle reading list
	13	Defining Innovation (and why it matters)	Moodle reading list
	20	Planning for Innovation (and how it can provide competitive advantage)	Moodle reading list
	27	Designing Innovation Strategy (and playing to win, or playing not to	Moodle reading list
Feb.	3	Organizing for Innovation (and how to structure a company for innovation)	Moodle reading list
	10	Designing a Process for Innovation (and what you need to do to succeed)	Moodle reading list
	17	<i>Reading Week (No classes)</i>	
	24	Rewarding Innovation (and how to stimulate innovation)	Moodle reading list
Mar.	3	Creating Disruptive Innovation (and how to be more competitive against established businesses)	Moodle reading list
	10	Leading for Innovation (and how to create an innovation culture)	Moodle reading list
	17	Mid-Term Exam	
	24	How to Measure Innovation (and how to adjust when things don't work out)	Moodle reading list
	31	The Rules for Success	Moodle reading list
Apr.	7	Final presentations	
	15	Final Exam Period – No final exam for BUAD 307	

Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct and Academic Honesty

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.