



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.
Please consult the web for updates that may occur during the year.

Description: Technological Innovation and Development

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
ENG	8207	90714	2, 2009	EXT	1.00	Toowoomba

Academic group:	FOENS
Academic org:	FOENSV
Student contribution band:	2
ASCED code:	039999

STAFFING

Examiner: Bob Fulcher
Moderator: David Thorpe

OTHER REQUISITES

Recommended prior or concurrent study: ENG8101

RATIONALE

Managers of technological innovation need to understand and manage key technological creation and development processes such as basic research, applied research and development, technology transfer and commercialisation. Knowledge of managing these processes equips the innovation manager to foster innovation and invention and develop products and services with market potential into commercial reality. In so doing, the innovation manager benefits not only the firm but society as a whole.

SYNOPSIS

Building on the foundation course of ENG8101 Technological Impact and Its Management, this course is designed to enable students to understand the commercial research and development process, appraise the factors which impact on innovation and its development from a managerial point of view, understand and apply the organisational, social and environmental factors which impact on product and process innovation, appreciate and manage the relevant risks, and understand key issues such as new product development and commercialisation.

OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item(s) that may be used to assess student achievement of an objective are shown in parenthesis. On completion of this course students will be able to:

1. understand the concept of innovation and innovation management; (Assignment 1, examination)

2. manage technological innovation within organisations, having regard to factors such as intellectual property management and commercial risk; (Assignment 1, examination)
3. understand and evaluate the research and development process; (Examination)
4. understand and manage new product development. (Assignment 1, examination)

TOPICS

	Description	Weighting (%)
1.	The concept of innovation management	10.00
2.	Managing innovation including intellectual property management	20.00
3.	Role of technology transfer and strategic alliances in innovation management	20.00
4.	Managing research and development	20.00
5.	New product development	30.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Trott, P. 2005, *Innovation Management & New Product Development*, 3rd edn, Financial Times Prentice Hall, Upper Saddle River, NJ.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Ettlie, John E. 2000, *Managing Technological Innovation*, John Wiley & Sons, New York, USA.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	38.00
Directed Study	50.00
Examinations	2.00
Private Study	65.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT 1	500.00	50.00	07 Sep 2009
2 HOUR CLOSED EXAM	500.00	50.00	END S2 (see note 1)

NOTES

1. Examination dates will be available during the semester. Please refer to the examination timetable when published.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
There are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks or a grade of at least C-. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without extenuating circumstances then a penalty of 5% of the assigned mark may apply for each working day late up to a maximum of ten working days at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade in a course a student must obtain at least 50% of the total weighted marks for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:
In a Closed Examination, candidates are allowed to bring only writing and drawing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the examination period at the end of the semester of the next offering of this course.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

ASSESSMENT NOTES

- 1 The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner.
- 2 Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner.
- 3 In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances.
- 4 The Faculty will normally only accept assessments that have been written, typed or printed on paper-based media.
- 5 The Faculty will NOT accept submission of assignments by facsimile.
- 6 Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements.
- 7 In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the Examiner's convenience.

OTHER REQUIREMENTS

- 1 Students will require access to e-mail and internet access to UConnect for this course.
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