Management of Innovation Term Project

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Term Project Overview

The individual Term Project provides you the opportunity to synthesize what you have learned and apply it within the context of a real-world innovation problem. You are encouraged to select a project that is highly relevant to you, perhaps something that can be applied to your current situation. The innovation problem should be focused around a company or a division/business unit of a company, and a critical innovation issue it is currently facing. In your Term Project you will describe the situation, provide an analysis of the problems and provide your recommendations.

You will also complete a Term Project Critique of another project, which will be assigned by your instructor. The critique provides you with the opportunity to review and comment on the analysis and recommendations to a separate innovation problem.

Given the constraints of time and the fact that some key information may not be available to you, you are not expected to analyze the subject company using every aspect of innovation covered in this course. It is seldom that we will find ourselves with enough time, resources, and information for our projects. Regardless, you should be able to complete a thorough analysis, draw thoughtful conclusions, and make insightful recommendations.

Term Project Selection Guidelines

This course focuses on the management of innovation. When selecting your project, it is important that it involves both innovation and managing innovation.

For your reference, below is a list of key factors that may be addressed in the term project. Most projects will likely include only a subset of this list. The analysis of the situation and challenges must show comprehension of key relevant factors and the recommendations must be supported by logic and business rationale. Note that you are not required to cover all of these key factors and there is no set number that must be covered. However, if you go with a narrower scope, you should go deeper and if you go with a broader scope, you should be more comprehensive and go into almost all of these factors.

Key Factors

- Sources of innovation, and the roles of individuals, firms, non-profits, academic, government, and innovation networks.
- Types of innovation, including: product; process; radical, incremental, and disruptive; competence enhancing and competence destroying; architectural and component.
- Technology performance improvement patterns
- Diffusion patterns and typology of adopters.
- Cyclical nature of innovations and the phases.
- Timing of entry
- Is there a dominant design, and the reasons a particular firm’s technology is adopted as the dominant design.
- Management practices to stimulate individual creativity.
- Standalone value and the value of network externalities.
• Collaborative strategies, if and when appropriate.
• Evaluating the strategic fit and resource fit of a potential partner
• Organizing for the creation and successful implementation of innovation.
• Some ‘best practices’ for managing new product development process.
• Matching team size, composition structure, location, permanence, and administration to the project or mission.
• Key factors and deployment/launch strategies for the driving adoption of new products

Each week, you will get an overview of the key concepts and tools from that week. Please use this as a resource as you are completing your Term Project.

Grading

The grade for the Term Project will be broken down into the following deliverables:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 2 Term Project Milestone: Idea Pitch</td>
<td>20</td>
</tr>
<tr>
<td>Week 3 Term Project Milestone: Brief</td>
<td>50</td>
</tr>
<tr>
<td>Week 5 Term Project Milestone: Final Paper</td>
<td>250</td>
</tr>
<tr>
<td>Week 5 Term Project Milestone: Peer Critique</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>370</strong></td>
</tr>
</tbody>
</table>

Formatting

All deliverables should be double-spaced in 11-point Arial, 11-point Calibri, or 12-point Times Roman font. Individual deliverables will have their own specific guidelines on length.
Include page numbers on documents longer than one page.
Please do not forget to properly cite your references using APA style. Make sure that you are very clear with the following information: Author, year of publication, title of article (or reference), title of publication, volume and issue of publication (if applicable), and page numbers. Also, if it is an internet reference, please provide the link and date when you accessed the material.
Rubrics

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Unsatisfactory</th>
<th>Satisfactory</th>
<th>Exemplary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance to the question, topic or problem</td>
<td>Does not directly address the question or problem.</td>
<td>Addresses key issues, questions, or problems related to the text and the discussion activity, but in some cases only indirectly or obliquely. It does not always apply course concepts fully.</td>
<td>Directly addresses key issues, questions, or problems related to the text and the discussion activity. Applies course concepts well, connecting them to actual activity.</td>
</tr>
<tr>
<td>Insight and application of course concepts</td>
<td>Does not offer any significant insight, analysis, or observation related to the topic. No knowledge or understanding is demonstrated regarding concepts and ideas pertaining to the discussion topic.</td>
<td>Does offer some insight, analysis, or observation to the topic, but may not demonstrate a full understanding or knowledge of concepts and ideas pertaining to the discussion topic.</td>
<td>Offers original or thoughtful insight, analysis, or observation that demonstrates a strong grasp of concepts and ideas pertaining to the discussion topic.</td>
</tr>
<tr>
<td>Use of Evidence and Support</td>
<td>Does not support its claims with either evidence or argument. The posting contains largely unsupported opinion.</td>
<td>Generally supports claims and opinions with evidence or argument, but may leave some gaps where unsupported opinions still appear.</td>
<td>Supports all claims and opinions with rational argument and evidence.</td>
</tr>
</tbody>
</table>

**Week 2 Term Project Milestone: Idea Pitch**

For the Term Project Idea Pitch milestone, you are to suggest three possible ideas for an innovation within an existing company or with a new company in an existing industry. Write up no more than a paragraph for each. A few sentences or even a list of bullet points for each is sufficient. For each idea, include a description of the company and the real-world innovation problem that you would like to base your project around. You should cover the following:

- State the problem or opportunity
- Identify what type of innovation it is (incremental, radical, disruptive, etc.)
- Identify whether it is competence enhancing or destroying

*You must have your idea approved by your instructor before moving onto the next stage of the project so expect one or more of these ideas to be approved.*

If you wish to have your term project idea approved early to give you additional time to complete the term project brief, please contact your instructor.
Week 3 Term Project Milestone: Brief

Once your Term Project Idea has been approved, you may begin your Term Project Brief. The brief is a one to two page summary, which must include the following:

- A summary of the company, including what kind of company it is
- The innovation issues that need to be addressed
- A brief overview of the industry (size, competitors, suppliers, problems)

The Term Project Brief is an opportunity for you to receive feedback on your project prior to submitting your Term Project Final Paper. The more detailed your description of the issues that need to be addressed, the better feedback you will review on your project from your instructor.

You will submit this as a PDF document using the following guidelines:

1. About one-page long and no more than two pages (excluding references)
2. Double-spaced
3. Use of bullets as needed is fine
4. 11 point Arial, 11 point Calibri or 12 point Times Roman font
5. Be sure to include a references page

Week 5 Term Project Milestone: Final Paper

This is the final paper that you will submit for your Term Project focusing on the critical innovation issue(s) that your selected company (or division) is currently facing. You will analyze the situation and issues, draw your conclusions and make recommendations.

*Important note:* Given the constraints of time and the fact that some key information may not be available to you, you are not expected to analyze the subject company using every aspect of innovation covered in this course. It is seldom that we will find ourselves with enough time, resources, and information for our projects. Regardless, you should be able to complete a thorough analysis, draw thoughtful conclusions, and make insightful recommendations.

There is no formal requirement for the length of this paper, as the paper will be assessed on the strength of your analysis and recommendations. However, the typical length should be 10 pages (double-spaced, 11 point Arial or 12 point Times Roman font), plus exhibits.

It is essential that your project is submitted on time as the peer critique is also an important component of the project.
Week 5 Term Project Milestone: Peer Critique

At the beginning of Week 5, your Term Project Critique partner will be posted to "Open Discussions" forum for your section.

Note: The critique partner listing will also include an alternate partner. If your critique partner’s project is not available as of Saturday at 1pm PST, please contact your instructor and critique the project of your alternate partner.

The Term Project Critique should be a one-page critique of the project you are assigned to review. Your critique should include at minimum the following:

- A brief summary of what are the crucial points of the term project
- Conclusions/recommendations that you agree with and suggestions
- Conclusions/recommendations that you disagree and alternate recommendations AND/OR an area of analysis that should be included if the term project was expanded

Compose your Term Project Critique in a PDF document. Cite your sources. Include a title and references page.