



Innovation & Strategic Management

Prof. Sang Kyun Kim, Sungkyunkwan University

SHORT COURSE DESCRIPTION

This course is designed to help undergraduate students understand how firms obtain sustainable competitive advantage from innovation perspective. Given that business environment is rapidly, radically changing, it is imperative to understand the nature of the change in the business environment and how firms react. Given that innovation is one of key strategic activities, this course provides the fundamental knowledge and concepts, and analysis frameworks in innovation and strategic management process.

Course objective

- To understand the foundation of innovation and strategic management decision making process
- To cultivate an ability to evaluate macro-environmental trends and their impact
- To understand various tools in analyzing the external and internal business environment
- To enhance an ability to define and analyze strategic problem and to identify sources of competitive advantage.
- To help students to communicate, both verbally and in writing, current knowledge, critical evaluations and new ideas in strategic management topics

READING MATERIALS

All reading materials will be shared via course online website.

COURSE REQUIREMENTS AND GRADING

In order to capture the pragmatic, action-oriented nature of strategic management, this course will be delivered through lectures, case analysis, supplemented with readings, and on/offline discussions.

- (individual) Attendance and participation (online): 40% (at least 80% of class attendance required for pass)
- (Individual) Hot topic paper: 30%
- (Team) Case analysis and presentation: 30%

Paper

This paper is to introduce a new business opportunity. Each student selects any hot topic (i.e. breakthrough innovation), such as artificial intelligent, electronic vehicle, driverless car, alternative energy, home atomization, and 3D printing. The paper (max 5 pages) should include the introduction of the topic and example of 1-2 firms which are successfully applying or seeking the new business opportunity related with the selected topic.

Case analysis and presentation

Each team select a company, evaluate its innovation strategy by applying strategic management framework, and suggest strategic recommendation to help the firm to improve their innovation outcome. The content of case analysis could include the introduction of the firm, brief external/internal analysis, evaluation of innovation strategy/performance, and strategic recommendation. PPT file (max 20 pages) should be submitted by one day before the presentation day.

COURSE OPERATION

The basic method is an online lecture with pre-recorded video unless other method is specified. There are also a few real time streaming sessions via WebEx. The real time sessions will be recorded and available at iCampus website after class. Please see the course operation in each day.

COURSE SCHEDULE & Course Operation

– WEEK I –

Thursday (24 June) – Online real time streaming (WebEx)

Introduction and administration

Friday (25 June)

Change of Era

– WEEK II –

Monday (28 June)

Overview of strategic management

Tuesday (29 June)

External environment

Wednesday (30 June)

Internal Organization

Thursday (1 July)

Business-level strategy

Friday (2 July) – Online real time streaming (WebEx)

Q&A session

– WEEK III –

Monday (5 July)

Innovation and creativity

Hot topic paper due

Tuesday (6 July)

Corporate entrepreneurship

Wednesday (7 July)

Organizational culture and structure for innovation

Thursday (8 July)

Innovation strategy I

– WEEK IV–

Monday (12 July)

Innovation strategy II

Tuesday (13 July) – Online real time streaming

Q&A session

Wednesday (14 July) -Online real time streaming (or pre-recorded video presentation)

Team Presentation

Thursday (15 July) - Online real time streaming (or pre-recorded video presentation)

Team Presentation / Course wrap-up

***The above schedule, contents, and assignments are tentative and subject to change with prior notice.**