

ITMM 482 SYLLABUS

ITMM 482 Business Innovation

Hours: 3 credit hours / 45 contact hours

Instructor: Adarsh Arora

Textbook, title, author, and year: *Ten Types of Innovation*, Larry Keeley, 2013.

Specific course information:

- a. **Catalog Information:** This course offers comprehensive, integrated, and proven approaches for creating innovations in a business setting. Students follow a multi-dimensional framework to create and identify specific areas of innovations in their projects. Students are expected to be prepared to discuss their ideas in each class as industry experienced faculty mentor them in the formulation and presentation of their projects.
- b. **Prerequisites:** None.

Specific goals for the course:

- a. **Course outcomes:** Each student group will
 - Develop and present a product/service plan for a possible IT start-up
 - Gain knowledge of a proven approach to creating innovative IT start-ups
 - Exhibit in-class leadership, teamwork, and communication skills through regular classroom student presentations
- b. **Course student outcomes:**
At the conclusion of this course each student should be able to:
 - Describe the innovation gap
 - Explain the concept of balanced innovation
 - Recall and describe Porter's five forces for new offerings
 - Recall, describe, and apply Ten Types of Innovation
 - Discuss the propeller model of organizational dynamics
 - Develop and present a product/service plan for a possible IT start-up

Topics to be covered

- a. Innovation Gap – Why most innovations fail
- b. Why teams are lazy – Social loafing
- c. Balanced Innovations
- d. Porter's five forces for new offerings

- e. Ten Types of Innovations
 - i. Innovations in Business models
 - ii. Innovations in network and partnerships
 - iii. Innovations in enabling process/structure
 - iv. Innovations in core process
 - v. Innovations in product performance
 - vi. Innovations in product systems
 - vii. Innovations in services
 - viii. Innovations in brands
 - ix. Innovations in channels
 - x. Innovations in customer experience
- f. Propeller model of organizational dynamics – a case study
- g. Invited presentations from industry

