

Business Administration

Course Number:	BUAD 307
Course Title:	MANAGING FOR INNOVATION
Credits:	3
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.
Semester and Year:	WINTER 2022
Prerequisite(s):	Minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective BBA, Management option
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	Students with credit for BUAD 339 Special Topic: Managing for Innovation cannot take BUAD 307 for further credit.
Originally Developed:	September 2008
EDCO Approval:	September 2008



Course Schedule

2022 Week of:		Jan. 5 - Classes Start Feb. 21 - Statutory Holiday (no classes) Feb. 22-25 Mid-semester break (no classes) Apr. 8 Last Day of Regular Classes Apr.15 & Apr. 18 Statutory Holidays	
Jan.	3	Course introduction	
Jan.	10	Defining Innovation (and why it matters)	Assigned reading list
Jan.	17	Planning for Innovation (and how it can provide competitive advantage)	Assigned reading list
Jan.	24	Designing Innovation Strategy (and playing to win, or playing not to lose)	Assigned reading list
Jan.	31		

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?

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study for disruption of instructional activities