Pro-Green Diploma
[Innovation and Knowledge Transfer] – [Fall/2017]

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Overview of the Course

The aim of this course is to help students understand theory and practice for managing innovation and managing green ventures while exercising corporate social responsibility. Sustainability within the organization and in the external environment.
Students will learn how to initiate, manage and implement a sustainable innovative project by collaboratively working on a venture which will be written up and presented at the end of the semester. The course will cover the management process required to transform an innovative idea into a commercial opportunity or business proposition.

Credit Hours

2 credit hours

Delivery Format

This course will be delivered online. All the presentations will be pre-recorded to facilitate student's understanding.

Course Prerequisites
- None

Course Goals

The aim of this course is to help students understand theory and practice for investing in and managing green ventures while exercising corporate social responsibility. Sustainability within the organization and in the external environment. It will develop knowledge and exposure to sustainable business concepts through responsible innovation.

Course Objectives

1. Understand the major aspects (sources and types) of innovation
2. Understand the theoretical concepts of innovation diffusion
3. Understand the concepts of open innovation and user-led innovation
4. Understand the requirements to manage innovations
5. Analyze the impact of technology innovations and gain experience analyzing case studies.
6. Appreciate the importance of Knowledge based economy and how innovation helps in that.

Topics Covered

- Innovation definition and its business context.
- Ideation, the seed of innovation
- Innovation strategy and its role in gaining competitive advantage.
- Sustainability and its role on social responsible innovation
- Knowledge based economy and related communities.
- Protecting your innovation and IP
- Writing business plan and executive summary
- The concept of open innovation

Texts and Supplementary Materials

The main texts for the class are:

1. **von Hippel, Eric. Democratizing Innovation. Cambridge, MA: MIT Press, 2005. ISBN: 0262002744. Note that this book can be assessed from the following website: http://web.mit.edu/evhippel/www/democ.htm**
2. **White, M.A. and Bruton G.D.** *The Management of Technology and Innovation***. Thomson South-Western, 2007.**

Optional Recommended Reading:

1. **Schilling, M.A.** *Strategic Management of Technological Innovation***. McGraw-Hill, 2008.**

The lecture notes are an assimilation of the above texts and other reference material.
Additional reading material will be provided as appropriate for specific topics a week prior to the lecture.
Details of specific course readings are given on the course website. Other material may be specified through the unit of study web page. All material in the specified readings is examinable.

Technical Requirements

- This is an online course; hence you will need internet connection to access the course material and watch the videos. Your internet connection should be more than 1 MBps to have an acceptable video experience. Documents will be downloadable where you can read them offline.
- Your computer recommended setting should be i5, 4 GB RAM, 50 GB of used HDD space.
- Always used updated browsers, chrome, Firefox, and Safari will work fine. Below are the applications that you should install in your browsers.
  - o Flash
  - o Java Runtime Environment

Grading Policy

The grades in this class break down as follows:

Discussion Forum	20 pts
Two mini individual papers	20 pts (10 points each)
Weekly Assignments	40 pts
Group Project: Video and report	20 pts (10 points each)
Total Points	**100 pts**

Description of Course Requirements (assessments)

Discussion Forum

Discussion forums are not for texting or social media-type micro posts but is designed so students can post and respond to their classmates. Discussion forum is replacing the class face to face interaction. Hence you will need more exposure on the forums to replace the missing face to face meetings. Student's posts are expected to be meaningful ideas and respond to other student's ones. Students will be assigned weekly reading. Usually you will need to prepare a summary of the readings and propose one or two questions to the class (if you are assigned as facilitator). Next, post the summary to Moodle on the **first** day of that week. After that, you are supposed to respond to posts from the class during the whole week.

When you are not facilitating the discussion, you will respond at least twice weekly in the class Threaded Discussion to discuss your project and our readings.

Mini papers/projects

There will be two mini individual projects. Project submission should be typed, single-spaced, with 1-inch margins and a 12-pt. font, no more than four pages excluding the cover page

Group Project

There will be one group project. Grading of this project will be on an "all or nothing" basis. The project will be a "brief" of a case or current event that relates to the chapters covered in the textbook. Your

submission should be typed, single-spaced, with 1-inch margins and a 12-pt. font, no more than eight pages excluding the cover page, and a 10 mins' presentation video discussing your findings

Internet Etiquette

Netiquette (short for "network etiquette" or "Internet etiquette") is a set of social conventions that facilitate interaction over networks.

General Rules

1. Make your messages easier to read by making your paragraphs short and to the point.

2. TYPING IN ALL CAPS IS CONSIDERED SHOUTING ON THE INTERNET.

3. Messages in all lowercase letters can be difficult to read, instead, use normal capitalization.

4. *Asterisks* surrounding a word can be used to make a stronger point.

5. Be careful when using sarcasm and humor. Without face-to-face communications your joke may be viewed as criticism. When being humorous, use emoticons to express humor. (Tilt your head to the left to see the emoticon smile) :-) = happy face for humor

6. Never give your user ID or password to another person. System administrators that need to access your account for maintenance or to correct problems will have full privileges to your account.

7. Return to the Conversation Regularly Since the discussion occurs over time there will often times be new topics or things to respond to if you check back later in the week, so don't try to complete all of your posts as quickly as possible or you'll miss a significant part of the conversation.

8. Provide Detail When Responding to Other Student Posts to Drive the Conversation.

Offer alternative examples, viewpoints, or concepts. Comment on a specific part of their post with what you liked about it and why. Follow up with open-ended questions to encourage others to jump in on the conversation.

Make-up Policy

Homework, assignments and projects submitted within 24 hours after the deadline will incur a 15% deduction. No submission will be permitted after 24 hours of the deadline and the relevant assignment will earn zero grade. This policy in non-negotiable. It is the student's responsibility to keep track of submission deadlines.

Tentative Schedule

Day/Week	Topic	Activity	Due Date
Week 1 9-25 Feb	Introduction, definition and business context of innovation	Each student need to write an essay about the innovation that most affected their lives. Two innovations per student (one technology and one not. These should not be major companies (apple/google/Microsoft etc.) (4%)	
Week 2 26-Feb-4 March	Ideation, the seed of innovation	1- Record a daily idea registrar that will be discussed in next week to select one idea per student. 2- Discussion Forum (4%)	
Week 3 5-11 March	Innovation strategy and competitive advantage	Each student will post their idea registrar to the online forum (instructor to assess) along with 5 mins' video presenting their register. Students to vote on their each other's ideas so to select the one they work on during the course. (4%)	
Week 4 and 5 12-25 March	Sustainability and innovation	1- Assign reading chapters from the UN 2016 sustainability report. Students need to find sustainability reports for WANA region then critically discuss this report in link with the UN 2016 report. (3%) 2- Explain how they can develop their selected idea to be sustainable one (or shall they select a different one?) (4%) 3- Discussion Forum (4%)	
Week 5 26-1 April	Types and sources of innovation	Submit one page about their idea and what type of innovation it is and why it so considered so? (5%)	
Week 6 2-8 April	KBE and innovation	1- Students to link their ideas to KBE concepts through 3 mins' video. (5%) 2- Discussion forum (4%)	
Week 7 9-25 April	Vase study: Finland	1- Mini-project 1: Students to select WANA country and write a mini report about how to transform	

		this country to KBE (10%), TBD: 10 days 2- The World Bank study discussion forum (4%)	
Week 8 16-22 April	Protecting your innovation and IP	Students are to propose the right IP strategy for their Idea and contact the relevant authority and define all the requirements. (5%)	
Week 9 23-29 April	Writing business plan and executive summary	Write business canvas and executive summaries for their Ideas and discuss. (10% - 5% each)	
Week 10 30-6 May	Open innovation	1- Mini-project 2: A comparative study of one closed and one open innovation ideas. Discuss the right patent procedure for each and the benefit of open source and building online community around it (10%) Exclude Linux and Microsoft. 2- Discussion forum (4%)	