



## UNIT OUTLINE

### Innovation in Society Seminar

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<b>UNIT CODE &amp; TITLE</b>	BS531 Innovation in Society Seminar
<b>AUTHOR</b>	Professor Julian Lowe and Dr Jerry Courvisanos
<b>SCHOOL</b>	Business
<b>COURSE</b>	Bachelor of Commerce and Bachelor of Business
<b>PREREQUISITE(S)</b>	Nil
<b>COREQUISITE(S)</b>	Nil
<b>EXCLUSION(S)</b>	Nil
<b>DURATION</b>	One teaching period
<b>CREDIT POINTS</b>	15

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### OBJECTIVES

This unit is designed to enable students to:

#### Knowledge

- Understand the role of innovation in society
- Develop specific knowledge of innovation trends in key economic, social and technological sectors

#### Skills

- Identify trends
- Assess the impact of innovation and market maturity
- Apply systems approaches to innovation evaluation

#### Attitudes

- Value innovation as part of the wealth creation process
- Value interdisciplinary approaches to innovation and its development

## CONTENT

- The history of industry and its relationship to science and technology
- Technology and its effects on society.
- The institutionalisation of science and technology.
- The new areas of production of knowledge: information technology, service-based, organisational.
- Invention, innovation and imitation.
- Innovation and strategies for competitive advantage, with special emphasis on clusters, learning process, knowledge diffusion and spillovers, technological infrastructures and social capital.
- National innovations systems in the United States, Japan, Germany, Ireland, The Netherlands, Singapore and Australia.
- Detailed history and future of key areas of technological and knowledge-based development.

## LEARNING TASKS AND ASSESSMENT

Learning Task	Assessment	Weighting
<b>Attendance and Contribution</b> Attendance at seminar presentations is an essential part of the learning process. It is recommended that contributions are required in all sessions.	Seminar content forms the basis of parts of the final examination	Not applicable
<b>Seminar Paper</b> On topic selected as group task (3-5 students)	Written report	30%
<b>Presentation of Seminar Papers</b> Group task of same 3-5 students	Oral presentation	20%
<b>Final Examination</b> A minimum of 40% in the final examination is mandatory to passing the unit	Content based on lectures, readings and seminar presentations	50%

## METHODOLOGY

Seminar format so that students themselves undertake the study of an industry with respect to the history, status quo and predictions of innovations in that industry. Consideration is required of the effects of innovation on society in general. Seminars are preceded (first five weeks) by a set of lectures and tutorials on the content listed above.

## REFERENCES:

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- Hanley, D. (1998). "The Commercialisation of Invention in Australia – a model for the future", address to the Research Commercialisation Forum (Department of Industry, Science, Technology and Resources) Melbourne, 9 November.
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- Robins, K. and Webster, F. (1999). *Times of the technoculture*. London: Routledge.
- Rosenberg, N. (1976). *Perspectives on technology*. Cambridge: Cambridge University Press.
- Senge, P.M. (1990). *The fifth discipline: The art and practice of the learning organisation*, Milsons Point: Random House.
- Von Hippel, E. (1988). *Sources of Innovation*. New York: Oxford University Press.
- Von Tunzelmann, G.N. (1995). *Technology and Industrial Progress: The Foundation of Economic Growth*. Aldershot: Edward Elgar.

**WEBSITE:**

Economic and Social Research Council (ESRC) Vol. 1,2,3,4,5 –  
[www.bprc.warwick.ac.uk](http://www.bprc.warwick.ac.uk)

## UNIVERSITY HANDBOOK ENTRY

<b>UNIT CODE AND TITLE</b>	<b>BS531 Innovation in Society Seminar</b>
<b>CREDIT POINTS</b>	15
<b>OFFERED</b>	TP3 (day)
<b>PREREQUISITE</b>	Nil

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This unit outlines the history of innovations of products, services and processes; and the lessons from history that underlie future opportunities. As such, this unit emphasises the environments and processes that led to these innovations and their subsequent effects on industry and society. These processes would include trends and opportunities identified, the skill base accumulated, problem-solving, feasibility testing and overcoming potential “fatal flaws”. Examples would extend from pre-history to the likes of Rowntree, Edison, Ford, Deming, Gates and Richard Branson. A strong Australian perspective ranges from innovators such as Ansett, Monash, Sarich and investigates developments in a wide array of activities from medicine and viniculture to armaments. These innovators and developments are placed in the historical context of the knowledge, culture and economic systems operating at the time. Future possible innovation trends are examined with a view to their likely effects on industry and society, and the means by which they can be harnessed for the benefit of all.