

Semester Group Project

- 1. Final Submission and Presentations Due Date: 29/10/2020**
- 2. DRAFT OF GROUP REPORT Due: 17/10/2020**
- 3. Each team will consist of 3-4 students (Strictly not more than that)**

The project aims to develop a team effort among participants. Team members will work together throughout the term to accomplish the team assignment. The purpose of this project assignment is to develop the students' ability to identify and evaluate technological innovation opportunities for a new start-up firm. Students gain insights on how technological innovations can be managed in a real life example by considering theoretical tools taught at course.

Students will select the topic of their project that will enable students to study in more detail technologies, businesses, and other aspects of businesses in which they are most interested. Each team will consist of 3-4 students.

The project assignment is divided into three distinctive parts, each of which correlates to specific parts of the purpose, as well as to specific parts of the course content. Be advised to use the lectures, journals, internet for research and course material for provision of useful concepts, thought models and tools. The final report should be kept at minimum, ranging between 20-25 pages long. There will be an interim report to be handed in to the instructor to indicate the progress of the project report.

A word of caution here; perhaps a point that does not need to be made but still may be useful to reiterate yet again. When producing written reports or verbal presentations it is extremely important to credit other people's work and ideas by proper citations. This is as much true for books as it is for web sites, or whatever other media you can think of. None of this is public knowledge and if not cited properly it constitutes **PLAGIARISM**.

The final project report will be structured in three parts as described below:

Part I: Thinking a technological innovation

The first step is to find a potential technological innovation idea for a company that students are familiar with. By brainstorming and literature review, students need to suggest an innovative idea and then to explain the rationality behind the decision.

1. Suggest a new firm in a defined industry
2. Make a short description of the firm to be established: its products, customers, etc.
3. Provide a draft business plan for technological innovation:
 - Customers – Competitors - Products (or services) - Main competencies needed
 - Factors influencing the competitive advantage in the new technology.

Part II: How to implement and manage a technological innovation

When the business idea has been defined, the second step is to analyze different ways of realizing it.

1. What resources are needed? (Ex: human resources, technology, skills, etc.)
2. How to supply resources needed? (Ex: joint ventures, banks, etc.)
3. Determine the timing of the innovation and how to launch it. (Ex: advertising, marketing, etc.)
4. Discuss how to manage change. (Ex: teamwork, motivation, leadership, values, culture, etc.)
5. Suggest new organizational structure (Ex: matrix organization, etc.)

Part III: How to institutionalize a technological innovation for future

In order to develop and grow new innovation ideas, firms need to have some kind of supporting structures and processes. In order to create an innovative spirit within the company, students should come up with some suggestions.

1. List your suggestions for organizational restructuring to keep the firm innovative.

SUGGESTION: Also make use of Technology and Innovation journals for good ideas.

NB: DRAFT Report should consist of:

- 5 pages long-text to explain:
- What are the general and technology strategies of the company and what should they be based on your technological innovation?
- What are the technology plans of the firm? How should the R&D activities organized?
- What might be the roadmaps for the company?

Academic Honesty:

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in a fail and disciplinary action. Please pay utmost attention to avoid such accusations.