

## Business Models and Innovation Analytics

### 商業模式和創新分析

Instructor: Wong Chan Yuan

#### Reference and Reading Materials

- Tidd, Joseph and Bessant, John (2015) Innovation and entrepreneurship. Wiley, Hoboken. ISBN 9781118993095
- Tidd, Joseph and Bessant, John (2018) Managing innovation: integrating technological, market and organizational change, Sixth edition. Wiley, New Jersey. ISBN 9781119379416
- Tidd, Joe and Bessant, John (2014) Strategic innovation management. John Wiley & Sons, New York. ISBN 9781118457238
- Glänzel, W., Moed, H. F., Schmoch, U., & Thelwall, M. (2019). Springer Handbook of Science and Technology Indicators, Springer, Gewerbestrasse.
- Jaffe, A. B., & Trajtenberg, M. (2002). Patents, citations, and innovations: A window on the knowledge economy. MIT press, Cambridge.

#### Synopsis

The course will provide an overview of innovation process/ studies with a reference to the concept of system of innovation. The discussion will be situated under the context and practice of entrepreneurship. The course will elaborate key factors contributing to the effectiveness of different business models for technological innovations, drivers of entrepreneurial activities and analytical tools to assess business environment, market and industrial competitiveness. A few comparative exercises will be made concerning entrepreneurial activities in Taiwan with that of selected countries.

#### Course Evaluation

- Participation (40%)
- Individual Project (30%)
- Group project (30%)

Course content (tentative) \*The syllabus is subject to change based on needs (and schedule/unexpected circumstances) of the class.

Week	Date	Content
1	23/2	Introduction - An overview of the course and evaluation - Assignment
2	1/3	Holiday (Mei Chu Game)
3	8/3	What is innovation - The innovation imperative - A process model for innovation and entrepreneurship
4	15/3	Source of innovation - Push and pull forces - Innovation process

5	22/3	Search strategies <ul style="list-style-type: none"> <li>- Making sense of the source</li> <li>- Innovation treasure hunt</li> <li>- Economy of learning</li> </ul>
6	29/3	Business model <ul style="list-style-type: none"> <li>- Business model innovation</li> <li>- Generic and specific business models</li> <li>- Value capturing</li> </ul>
7	5/4	Holiday- Children's day
8	12/4	Developing new products and services <ul style="list-style-type: none"> <li>- Development process</li> <li>- Success factors</li> </ul>
9	19/4	Guest lecture
10	26/4	Creating new ventures <ul style="list-style-type: none"> <li>- The types</li> <li>- Context for entrepreneurship</li> <li>- Assessing opportunity</li> </ul>
11	3/5	Social and sustainability led Innovation <ul style="list-style-type: none"> <li>- What is Social innovation</li> <li>- Framework model for sustainability led innovation</li> <li>- Players in the market</li> <li>- The challenges</li> </ul>
12	10/5	Globalization and Development <ul style="list-style-type: none"> <li>- Globalization of innovation</li> <li>- Innovation system</li> <li>- Businesses in poor economies</li> </ul>
13	17/5	Knowledge exploitation and IP <ul style="list-style-type: none"> <li>- Generating and acquiring knowledge</li> <li>- Codifying knowledge</li> <li>- Knowledge diffusion</li> <li>- Exploiting IP</li> </ul>
14	24/5	Indicators for Research and Innovation Assessment <ul style="list-style-type: none"> <li>- Bibliometrics</li> <li>- S&amp;T indicators</li> </ul>
15	31/5	Exploring the core competencies and promising industries in emerging markets <ul style="list-style-type: none"> <li>- Science-technology-market correlative indicators</li> <li>- Comparative analysis</li> </ul>
16	7/6	Student's presentation
17		Self-study
18		Self-study