



School of
Management



COURSE SYLLABUS PROPOSAL

INNOVATION AND ENTREPRENEURSHIP IN THE CREATIVE INDUSTRIES

Joeri Mol
University of Melbourne (Australia)

June 16 – June 27

Monday - Friday (6:00 pm – 9:00 pm)

***Saturday (4:00 pm – 7:00 pm)**



THE UNIVERSITY OF
MELBOURNE

DESCRIPTION

Did you ever wonder: How does James Cameron assemble the thousands of people that work on the movie 'Avatar'? How does a luxury brand like Dior keep innovating in the face of so many copycat fashion houses? What is the importance of Michelin ratings for restaurants? How was Elvis Presley economically exploited by his record label? What does the classification of a bottle of wine say about its quality? What was the effect of the introduction of iTunes on the music industry? What is the moment for Sony Computer Entertainment to divest in a best-selling gaming title and develop in a new one?

Welcome to 'Innovation & Entrepreneurship in the Creative Industries'. Whilst innovation and entrepreneurship take centre stage in the management discipline, the creative industries have traditionally been overlooked. It is only recently that the creative industries are being given due consideration in the study of innovation and entrepreneurship. This course will study the processes of innovation and entrepreneurship closely by examining pioneering case studies from the creative industries.

OBJECTIVES

By the end of the subject students should understand and be able to:

- Explain the stages of innovation, ranging from its emergence, its diffusion and its subsequent decline.
- Analyse the role of entrepreneurship both in new and existing organizations in bringing about successful innovations
- Understand the relationship between innovation and the strategic deployment of resources vis-à-vis the organizational environment that underlie a sustainable competitive advantage
- Apply the lessons learned from the creative industries and apply them more generally.

METHODOLOGY

The methodology of the course delivery will be an intensive seminar style where we debate in detail the subject matter of the course. Case analysis takes center stage where the case will be instrumental in unlocking the insights. The case analysis will be paired with specific theories that help articulate what lessons can be gleaned from each case. In doing so, students will learn how to use key concepts from theory and apply them to a rich and lively case analysis.

EVALUATION

- A) Participation (15% of overall mark)
- B) Presentation (20% of overall mark; 40 minutes total)
- C) Case Study (20% of overall mark)
- D) Exam (45% of overall mark)

PRE-REQUISITES

Students should have an understanding of organizational behaviour and organizational theory in general.