



THE ROBERT DAY SCHOOL
CLAREMONT MCKENNA COLLEGE

**Independent Study on Innovation Management
Silicon Valley Fall 2015 Syllabus**

Professor Darren Filson
Bauer 325
Class Location: Silicon Valley

Telephone: x76796
Email: dfilson@cmc.edu

Course	Lecture Time
Econ 198	There are no meetings: this is an independent study conducted throughout the SV semester

Books

Melissa A. Schilling *Strategic Management of Technological Innovation* 4e (New York: McGraw-Hill Irwin, 2013).

Eric Ries *The Lean Startup* (New York: Crown Business, 2011).

Eric Schmidt and Jonathan Rosenberg, with Alan Eagle *How Google Works* (New York: Grand Central Publishing, 2014).

Course Description

This course guides the student through an independent study of several topics related to the management of innovation. Links between the course content and the internship are developed. The readings describe and analyze the key strategies and practices recent technology-based firms use to manage innovation along with the context that innovative firms operate in. Many of the insights apply to managing innovation in all types of organizations. Throughout the course our focus is on how appropriate management combined with an understanding of surrounding circumstances can help firms generate innovations and appropriate returns.

Prerequisites

Enrollment in the Silicon Valley program

Learning Objectives

At completion of this course, students will be informed about several aspects of managing innovation and be able to apply the insights in real-world organizations. In particular, students will be able to:

- Evaluate the elements of organizational structure and size that impact innovation
- Understand the key ingredients of a successful new product development process
- Understand the key considerations in structuring new product development teams
- Describe the role of experimentation, learning and pivoting in innovation
- Describe particular characteristics and practices of innovative organizations

Grading Criteria:

Assignments (7) 100%

Each assignment is worth 1/7 of your grade. Each assignment is described in detail in a separate file.