



PEOPLE, ORGANIZATION AND INNOVATION

Course code	<i>GRAI020</i>
Compulsory in the programme	<i>Innovation and Technology Management</i>
Level of studies	<i>Graduate</i>
Number of credits	<i>6; 11 hours of theory and 23 hours of practice, 128 hours of self-study, 2 hours consultation</i>
Course Coordinator	<i>Prof. dr. Vida Skudiene, e-mail: vidsku@ism.lt</i>
Prerequisites	<i>Undergraduate diploma</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

Digital transformations and changing environment led to emergence of new ways of organizing companies' management strategies. The purpose of this course is to provide a basic knowledge of people management in organizations with the focus on building the innovative organization of a digital world. This course surveys issues pertaining to people in the context of organizations that seek to create innovative management, including processes related to individuals, teams and organizational systems. During this course students will address the key themes of the subject material: an individual's attitude and effective management of motivation, group's behavioral dynamics, and leading for innovation via theoretical, practical discussions and case analysis' workshops.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES, ASSESSMENT AND TEACHING METHODS

Course learning outcomes	Degree level learning objectives (Number of LO)	Teaching methods	Assessment methods
CLO1. Knowledge and its application. Demonstrate and apply critical understanding of the contemporary management knowledge and identify opportunities for competitive advantage through innovation.	LO1.1. LO1.2.	Interactive class and group discussions, workshops, debates, video and movie clips' analysis.	Examination.
CLO2. Research skills. Gain skills how to synthesize theoretical knowledge of innovative management and undertake a sustained piece of empirical research aiming to identify possibilities for innovation.	LO3.2.	Business case analysis: theoretical framework development, relevant scientific research examination, the solution proposition aiming to design new possibilities of innovation.	Business case analysis.
CLO3. Special abilities. Be able to analyze the organizational capability to innovate and provide recommendations for innovation and technology management opportunities.	LO3.1.	Business case in groups and class discussion, debates with guest speakers from leading innovative universities and organizations.	Business case analysis.
CLO4. Social abilities. Adhere to the principles of professional ethics and citizenship participating in discussions on relevant academic issues. Be able to lead the team and be accountable for its performance.	LO2.1.	Group presentations, group discussions, and participation in class and group projects, undertaking team leadership responsibilities and accountability for the team performance.	Business case analysis presentation and active participation in discussions on theoretical and business cases' issues.
CLO5. Personal abilities. Develop personal and professional abilities, critical thinking, and creativity.	LO1.3.	Critical evaluation of the theories and group members' opinion, management of complicated social situations during business case analysis discussions.	Demonstration of professional behavior, creativity and critical thinking during the class and group discussions.



ACADEMIC HONESTY AND INTEGRITY

Interactive teaching methods, interim knowledge assessment and self-evaluation, case study, workshops, and whole class discussions, individual and group work assignment will be employed to enhance the quality of studies. Lectures will consist of interactive discussions, case analysis, class discussions, group project work, article analysis discussions, group presentations and individual final class exam.

COURSE OUTLINE

No	Topic	Class hours		Readings
		T	P	
	September 3			
12:30-14:00	Introduction into the program. Q & A session.	2		
14:15-15:45	Introduction into the course. Team building and study groups' formation.	1	1	Textbook 1.Chapter 1, p. 2-37 Articles 10 & 11
16:45-18:15	Module 1 <u>Individuals and innovation.</u> Personality, perception and innovative behaviour.	1	1	Textbook 1. Chapter 4, p. 132-162 Articles 1 & 2
18:30-20:00	Module 2 <u>Individuals and innovation.</u> Motivation, job satisfaction, organizational commitment and individual innovativeness.	2		Textbook 1. Chapters 6 & 7, p.204-281 Articles 3,4, 5 & 6
	September 11			
9:00-10:30	Module 3 <u>Teams and innovation.</u> Groups and teams in the organization. Team creativity and knowledge-sharing.	1	1	Textbook 1. Chapter 8, p. 288-325 Articles 7, 8, 9, 10 & 11
10:45-12:15	Module 4 <u>Organization and innovation.</u> Decision making in organizations and conflict management in innovation processes management.	1	1	Textbook 1. Chapter 10, p. 378-416 Articles 12, 13 & 19
13:15-14:45	Module 5 <u>Organization and innovation.</u> Leading for innovation.	1	1	Textbook 1. Chapter 13, p. 498-536 Articles 15, 16, 17 & 20
15:00-16:30	Module 6. <u>Organization and innovation.</u> Organizational culture, creativity and innovation.	1	1	Textbook 1. Chapter 14, p. 542—617 Articles 14 & 18
	September 17			

12:30-14:00	<u>Case analysis workshop 1.</u> Case 1. <u>CavinKare: building human capital for performance excellence</u>		2	Modules 1-6, articles
14:15-15:45	<u>Case analysis workshop 2.</u> Case 2. <u>Leading change in talent at L'Oreal</u>		2	Modules 1-6, articles
16:45-18:15	<u>Case analysis workshop 3.</u> Case 3. <u>Kathy Fish at Procter & Gamble: navigating industry disruption by disrupting from within</u>		2	Modules 1-6, articles
18:30-20:00	<u>Case analysis workshop 4.</u> Case 4. <u>Amazon as an employer</u>		2	Modules 1-6, articles
September 18				
9:00-10:30	<u>Case analysis workshop 5.</u> Case 5. <u>Sony Computer Science Laboratories: sustaining a culture and organization for fundamental research</u>		2	Modules 1-6, articles
10:45 – 12:15	<u>Case analysis workshop 6.</u> Case 6. <u>Google's project oxygen: Do managers matter?</u>		2	Modules 1-6, articles
13:15-14:45	<u>Case analysis workshop 7.</u> Case 7. <u>Tony Hsieh at Zappos: Structure, Culture and Change</u>		2	Modules 1-6, articles
15:00-16:30	Summing up. Preparation for the examination.		2	Modules 1-6, articles
October 1				
12:30 – 14:00	Examination		2	
	Total class hours (34):	10	24	
	CONSULTATIONS		2	
	FINAL EXAM		2	

FINAL GRADE COMPOSITION

Type of assignment	Percentage of the total grade
<i>Group Components 40%</i>	
Business case analysis and presentation	40
<i>Individual Components 60%</i>	
Examination	60
Total	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

- **Business case analysis.** In business case analysis you seek to explain “why” certain behaviors happened and how companies managed to solve the problems. The business case analysis counts 40% of the final grade. Students will take either presenters’ or experts’ roles. Two groups will analyze the same case from different perspectives: presenters’ and experts’. Both teams (presenters and experts) have to prepare minimum 20 min. Power Point Presentation of the assigned case. After the presentation of the presenting team, the experts will have to cross-examine (at least 5 questions) the presenting group and then present their analysis of the same case. After the both teams presentation the whole class discussion is welcome.
- **Important.** Each member of the team has to present a part of the case and know everything about the case analysis, be able to explain and be competent to answer any questions the experts, lecturer or class members may ask. Saying things like „I don’t know what this means because my teammate did this part“ or „this part is not done because my teammate was supposed to do it“ will only get you penalty points. A large part of the educational benefit of teamwork is learning by explaining to others and finding common ground, so make sure to plan enough time for team meetings.

The case analysis presentation should include these main parts:

1. **Introduction (1 slide).** The introduction should include a brief discussion of the relevance and the significance of the case main discussion topic from management aspect. The analysis problem, aim and tasks should be clearly defined. The introductory part may also include the description of the sequence in which the intended case analysis has been carried out and provide an overview of the key structural parts of the analysis. The names of the students must be provided on the slide with the part of the case analysis they have done.
2. **Situation analysis (2-3 slides). Company background:** Here you describe the background information about the company: its history, size, founders, mission and vision, overall business strategy, the position in the market, offering in the market, and how the company create value for the employees. **People management challenges:** Describe the challenges in the company. What are the main challenges this company is facing by developing innovative approach to management? What the company has done to tackle these challenges? Here you present and analyze many aspects of the management issues of this company in both merits and shortcomings. Internal issues (SWOT: managing innovative individual work behavior, managing virtual teams, innovative organizational issues: culture, leadership, decision making) vs. external issues (PESTLE: political, economical, social, technological, legal, and environmental situations that impact human capital management).
3. **Problem identification (1 slide).** Decide on **ONE** main problem related either to individual innovation management, team innovation management or organizational innovation management. **Provide the facts/evidence** from the case to justify the existence of the identified problem. The problem relevance to the innovative management challenges should be highlighted.
4. **Applicability of theories (1 slide).** Here you reflect on to what extent you find management theories useful for analyzing the identified problem. Organize this part around answering the main management area question that is relevant to the identified problem: individual innovation management, team innovation management or organizational innovation management. **Present this part in a MIND MAP based on the chosen theory framework.** Justify the framework with the evidence from the case.
5. **Evaluation of the alternatives (1 slide).** Provide 2-3 alternative recommendations based on the chosen theoretical framework. Evaluate costs and benefits of each alternative.
6. **Suggested solution (2-3 slides).** Tell what your solution is, the possible consequences, and why you selected the solution (based on the evaluation of the alternatives). In this part you provide the concrete suggestions how to solve the challenges that the company is facing regarding that particular issue (individual innovation management, team innovation management, organizational innovation management). **Provide the preliminary plan how to implement the solution (time and financial evaluation, human resources, etc.).** The suggested solution should be relevant to the theoretical framework and supported by references from the textbooks and articles.
7. **Conclusion (1 slide).** Provide answers to the questions: 1. What did you learn by analyzing the case? 2. What innovative management practice/s you would recommend to employ in your work environment?



Presentation submission. The case analysis presentations should be **uploaded on e-learning platform** no later than **1 day (23:59)** before the assigned date of the presentation. **Presentations uploaded later than the appointed time are worth automatically 50% less.**

Case analysis will be evaluated as a team performance. The final evaluations of the presentations will be announced on my.ism.It platform.

Plagiarism is incompatible with academic ethics of ISM University of Management and Economics community. The plagiarism prevention embraces the norms of respect for intellectual propriety and failure to comply with this principle of academic honesty is considered to be a serious breach of academic ethics. In case of the violations of academic ethics (plagiarism) have been identified by the Committee of Ethics, the team may be denied the right to continue course.

Presentation evaluation criteria:

Preseters

Introduction. Presentation of all the required parts.
Situation analysis. Company background, SWOT and PESTLE focused on people management issues.
Problem identification& applicability of theories. Provided structured analysis MIND MAP of ONE problem <u>based on the chosen theory framework</u> and justified by evidence from the case.
Alternatives are based on the chosen theoretical framework and properly evaluated.
Solution is based on the same theoretical framework and provided the plan of implementation.
Conclusion. Answers to the three questions provided.
Answers to the experts' questions are supported by references.

Experts

Introduction. Presentation of all the required parts.
Situation analysis. Company background, SWOT and PESTLE focused on people management issues.
Problem identification& applicability of theories. Provided structured analysis MIND MAP of ONE problem <u>based on the chosen theory framework</u> and justified by evidence from the case.
Alternatives are based on the chosen theoretical survey and properly evaluated.
Solution is based on the same theoretical framework and provided the plan of implementation.
Conclusion. Answers to the three questions provided.
Well-developed cross-examination. Focus on the main problem under discussion.

Examination. The examination (open questions) is an individual assignment and counts 60% of the final grade. It will cover topics of Modules 1-6, related theoretical issues presented and discussed in the class, workshops, articles, and business cases.

Re-take of the exam. Students who receive a failing final grade shall have the right to re-take the exam during the re-sit week, which will comprise 60% of the final grade. Business case analysis (presentation) cannot be retaken at a later time.

Required reading

1. Textbook 1. Greenberg, J. and Baron, R. A. (2008). Behavior in Organizations. Pearson Education (e-learning)

Additional reading

2. Textbook 2. Buchanan, D.A. and Huczynski, A.A. (2017). Organizational Behavior. Pearson Education (ISM library)

Individual & Innovation

1. Wu, T.J. & Wu, Y.J. (2019). Innovative work behaviors, employee engagement, and surface acting. *Management Decision*, www.emeraldinsight.com/0025-1747.htm
2. Hayne, J.J., Flynn, C.B. & Mauldin, S. (2017). Proactive personality, core self-evaluations, and engagement: the role of negative emotions. *Management Decision*, Vol. 55 No.5, 450-463
3. Sung, S.J. & Choi, J.N. (2014). Do organizations spend wisely on employees? Effects of training and development investments on learning and innovation in organizations. *Journal of Organizational Behavior*, Vol.35
4. Wang, J.R. & Xue, Y.J. (2017). Subjective well-being, knowledge-sharing and individual innovation behavior: the moderating role of absorptive capacity. *Leadership & Organization Development Journal*, Vol. 38 No.8, 1110-1127
5. Liao, F. Y., Yang, L. Q., Wang, M., Drown, D., & Shi, J. (2013). Team–member exchange and work engagement: does personality make a difference?. *Journal of Business and Psychology*, 28(1), 63-77.
6. Bellmann, L. & Hübler, O. (2020). Working from home, job satisfaction and work-life balance – robust or heterogeneous links? *International Journal of Manpower*, 0143-7720

Team and Innovation

7. Morrison, J. & Chirnside, A. (2020). Building high-performing and integrated project teams. *Engineering, Construction and Architectural Management*, <https://www.emerald.com/insight/0969-9988.htm>
8. Mockaitis, A.I., Zander, L. & De Cieri, H. (2018). The benefits of global teams for international organizations: HR implications. *The International Journal of Human Resources Management*, Vol. 29, No. 14, 2137-2158
9. Zacher, H. & Rosing, K. (2015). Ambidextrous leadership and team innovation. *Leadership & Organization Development Journal*, Vol. 36, No. 1, www.emeraldinsight.com/0143-7739.htm
10. Dulebohn, J. H., & Hoch, J. E. (2017). Virtual teams in organizations. *Human Resource Management Review*, 27(4), 569-574.
11. Harvard Business review on virtual meetings (2021). HBR

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12. Caligiuri, P., De Cieri, H., Minbaeva, D., Verbeke, A. & Zimmermann, A. (2020). International HRM insights for navigating the COVID-19 pandemic: implications for future research and practice. *Journal of International Business Studies*, Academy of International Business
13. Cennamo, C., Dagnino, G.B., Di Minin, A., Lanzolla, G. (2020). Managing Digital Transformation: scope of transformation and modalities of value co-generation and delivery. *California Management Review*, Vol. 62(4), 5-16
14. Bourdeau, S., Aubert, B. & Bareil, C. (2020). The effects of IT use intensity and innovation culture on organizational performance: the mediating role of innovation intensity. *Management Research Review*, <https://www.emerald.com/insight/2040-8269.htm>
15. Atitumpong, A. & Badir, Y.F. (2018). Leader-member exchange, learning orientation & innovative work behavior. *Journal of Workplace Learning*, Vol.30, No.1, 32-47
16. Nedelko, Z., Potocan, V. (2013). The role of management innovativeness in modern organizations. *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol. 7, No. 1
17. Michaels, B., Stegmaier, R. & Sonntag, K. (2009). Affective commitment to change and innovation implementation behavior: the role of charismatic leadership and trust in top management. *Journal of Change Management*, Vol.9, No4
18. Riivari, E., Lamsa, A.M., Kujala, J., & Heiskanen, E. (2012). The ethical culture of organizations and organizational innovativeness. *European Journal of Innovation Management*, Vol.15, No 3
19. OECD research "Productivity gains from teleworking": <http://www.oecd.org/coronavirus/policy-responses/productivity-gains-from-teleworking-in-the-post-covid-19-era-a5d52e99/>
20. Leading virtual teams (2021), HBR

Business cases are provided on e-learning platform.