**Business Studies Level 3**

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| **OBJECTIVES** | | | |
| **An introduction and case study for Innovation using a NZ registered company operating in a global context.** | | **Year Level: 13**  **Achievement standards 3.1/3.2**  **Curriculum level: 8**  **Unit Duration**: **9 lessons** | |
| **INTEGRATION INTO OTHER LEARNING AREA** | | | |
| **Values:**  Excellence  Innovation, inquiry, and curiosity  Diversity  Equity  Community and participation  Ecological sustainability  Integrity  Respect | **Key Competencies:**  Thinking  Using language, symbols, and texts  Managing self  Relating to others  Participating and contributing | | **Principles:**  **High expectations**  **Treaty of Waitangi Cultural diversity Inclusion**Learning to learn Community engagement Coherence  **Future focus** |
| **Unit Focus:**  Innovation | | **Context:**  Product and process innovation by a NZ registered business operating in the global environment | |
| **Conceptual Understandings:** Business need for an innovative and responsive culture | | **Concepts:** Product and Process Innovation, Cultural Intelligence, IP, Sustainability, Organisational Culture | |

**Level 3 Business Studies Unit Plan: Innovation AS 91379**

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| **Concepts** | **Resources** |
| **Concept 1**  Terminology  Definition of terms: Product and Process Innovation and necessary business language | **Resource 1.1**  <http://searchcio.techtarget.com/definition/process-innovation>  Exercise 1.1.  Using text books research definitions for-   * Corporate culture * Innovation and invention * Strategic response * Inertia * Intellectual property |
| **Concept 2**  Business need for innovation.  How the size /type of business drives innovation | **Resource 2.1**  <http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11569416>  Exercise 2.1 (attachment)  Start-up v Established business innovation. |

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| **Concept 3**  Government assistance for promoting innovation(R&D)   * Global comparisons * Targeted investment * MBIE and grants from government | **Resource 3.1**  <http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=10873962>  Exercise 3.1. How does NZ compare to other OECD countries in R&D spending? Brainstorm ways the Government could encourage R&D in NZ  **Resource 3.2**  <http://www.scoop.co.nz/stories/PA1602/S00423/37m-available-for-nz-china-research-centres.htm>  Exercise 3.2. Funding targeted at China. Discussion opportunity on why co-operation with China on research and funding for it will benefit NZ  **Resource 3.3**  <http://www.callaghaninnovation.govt.nz/grants/project-grants>  <http://www.callaghaninnovation.govt.nz/about-us>  Exercise 3.3. (attachment) How does Callaghan help innovative businesses? What is the uptake of this group? (News and Events tab gives updated examples for reading) |
| **Concept 4.0**  Creating a culture of innovation | **Resource 4.1**  <http://www.business.govt.nz/support-and-advice/advice-mentoring/management/fostering-innovation>  Exercise 4.1 (attachment)  Strategies for creating an innovation culture in different size businesses. |

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| **Concept 5.0**  Product/Process innovation at Zespri | **Resource 5.1** (General info on Zespri)  <http://asia-knowledge.tki.org.nz/Business-case-studies/Case-study-3-Zespri/Innovation>  Exercise 5.1 (attachment)  How have Zespri developed their **product** for the benefit of stakeholders?    **Resource 5.2**  <http://www.zesprikiwi.com/about/brand/innovations>  Exercise 5.2 (attachment)  Zespri **Product and Process** innovation and strategic responses |
| **Concept 6.0**  Process innovation (2) Zespri and Fruit Ninja  Innovative marketing/  Cultural intelligence | **Resource 6.1**  [http://www.digitaltrainingacademy.com/casestudies/2015/10/](http://www.digitaltrainingacademy.com/casestudies/2015/10/zespri_gets_kids_in_china_to_slice_18bn_digital_kiwis_on_fruit_ninja.php)  [zespri\_gets\_kids\_in\_china\_to\_slice\_18bn\_digital\_kiwis\_on\_fruit\_ninja.php](http://www.digitaltrainingacademy.com/casestudies/2015/10/zespri_gets_kids_in_china_to_slice_18bn_digital_kiwis_on_fruit_ninja.php)  Exercise 6.1. (attachment) How Zespri has adapted digital marketing to its target market. |
| **Concept 7.0**  Intellectual property issues.  Risks v reward of product innovation | **Resource 7.1** (IP issues in China)  <http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11468151>  Exercise 7.1 What can Zespri do to protect its product?  A general discussion on appropriate IP and difficulties of enforcement. Also, the problems for QC and brand image of licensing agreements and counterfeiting. |
| **Exam exercises** 2015 AS 91379 Paper and  Report. This case study gives a couple of alternative answers to this paper. | <http://www.nzqa.govt.nz/nqfdocs/ncea-resource/exams/2015/91379-exm-2015.pdf>  <http://www.nzqa.govt.nz/nqfdocs/ncea-resource/schedules/2015/91379-ass-2015.pdf> |
| **Additional resources** | 1.Definition of gamification and growth as a marketing platform  <http://www.convinceandconvert.com/social-media-case-studies/why-gamification-works-how-brands-are-marketing-with-fun/>  2.Gamification examples  <http://www.airlinetrends.com/tag/gamification/>  3. IP strategies in China. (A high level article but appropriate for higher achieving pupils looking at exercise 7.1)  [https://www.uschina.org/reports/best-practices-intellectual-property-protection-china](%20https://www.uschina.org/reports/best-practices-intellectual-property-protection-china) |