**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:**ExcellenceInnovation, inquiry, and curiosityDiversityEquityCommunity and participation Ecological sustainabilityIntegrityRespect  | **Key Competencies:**ThinkingUsing language, symbols, and textsManaging selfRelating to othersParticipating and contributing | **Principles:****High expectations** **Treaty of WaitangiCultural diversityInclusion**Learning to learnCommunity engagementCoherence **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**TerminologyDefinition 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
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| **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 NinjaInnovative 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%3A//www.uschina.org/reports/best-practices-intellectual-property-protection-china) |