**Note to users**

**Unit Plan for Innovation AS91379 (3.1) External.**

Please find attached a unit plan I have used for teaching 3.1. It is specifically geared to one aspect of the internal factors paper in a global context.

In delivery I took about 12 hours and the rate of progress through the seven concepts depended on class/time and stage of the term. It is a four credit external for which I have allocated about 40 hours of in/out class time. It has a number of applications in other parts of 3.1 and 3.2.

I have chosen to use Zespri as the case study around which I have developed the concepts. Pre teaching has involved the developing trade ties with China, the growth of the middle class and the ‘Tiger Mum’ market and the importance of New Zealand having traceable product and association with the ‘Clean, Green’ image. These are important pre-requisites of teaching this unit.

The development is that Zespri have been/ need to be, innovative. Their Product Innovation has behind it the power of a large company, research employees and a significant and growing market share. Zespri is a company owned by its growers and former growers and produce a dividend. Some of the early units explore options for innovation and developing a culture of innovation in smaller companies in different fields in an attempt to prepare students for different types of businesses used in the exam.

The concept of Innovation is in terms of **Product**-Zespri SunGold and its disease resistant varieties. As for Process I have used the new, environmentally aware growing techniques which shows a ‘strategic’-multi layered- approach to innovation. I have also used them to develop the ideas of sustainability and kaitiakitanga. As another Innovation I have highlighted **Process** Innovation and the targeted use of gamification as social media based, interactive Marketing that has had significant success for the company in terms of building a brand awareness and increasing market share in a culturally different market from NZ.

Lastly I have discussed the risks of innovation and the role of IP in a Chinese context. This is difficult reading so I used this as a discussion piece and extended reading.

This unit has been developed with the use of hyperlinked sources available on the net. Few textbooks have been much use although Farquhar has a workbook touching on Innovation which is useful. I hope this saves you some time in developing a useable case study.

Roger Boyce

Head of Business Studies, Rathkeale College.