

A Strategy Under Development for Managing Innovation into the Business Curriculum

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Abstract

In April 2010, the AACSB International Task Force on Business Schools and Innovation, released its report ‘Business Schools on an Innovation Mission.’ The report proposes a working definition of innovation and concludes with five recommendations. The recommendations are: 1) “Using our conceptual framework as a guide, individual business schools should develop and regularly evaluate their contributions to innovation to society. 2) Individual business schools should develop an approach for creating value at the intersection of different perspectives. 3) Individual business schools should advocate for their role in innovation. 4) AACSB should determine the appropriate balance of collective pressure and support to provide for business schools to advance innovation in society. 5) Determine the nature and extent of AACSB’s advocacy role, especially as it relates to business school’s support for innovation in society.” (Sullivan 2010) This paper describes a research project designed to develop a teaching module on innovation for inclusion into any management course. The module’s learning goal is to give students the opportunity to become more innovative managers as opposed to becoming managers who s manage innovation. Even if the author’s research does not produce intended results, the description of the objectives, curriculum and strategies may well stimulate other research on innovation.