

 GRENOBLE ECOLE DE MANAGEMENT	Grenoble Graduate School of Business Innovation Management	Syllabus
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Program/ Intake	Bachelor in International Business - 2014-2017	Academic Year	2016-2017
Module Supervisor	Gotzsch Jose	Department	MTS

Contact Hours	30.0 hours	Total Study Hours	90.0 hours	Coefficient	1.0	ECTS Credits	5.0	US Credits	2.50
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Module Description	<p>This module explores the key issues and challenges of innovation and new product development in the globalised world in which companies operate today. A selection of the following themes will be discussed:</p> <ul style="list-style-type: none"> - New products and services - Design-driven innovation and the design thinking process - User and community-driven innovation - Sustainability and NPD - Diffusion of innovation - Strategies and approaches to manage innovation - Tools for innovation management - Skills for creativity and innovation - Organisational culture for creativity and innovation - Systems of innovation and global innovation
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Module Learning Outcomes	<p>The objective is to make participants:</p> <ul style="list-style-type: none"> - Learn how innovation fosters competitiveness - Sensitive to the relation between creativity, innovation and performance at company and regional level - Experience and learn about design thinking as a method for non designers - Realise the vital user empathy part of the design process - Knowledgeable about best practices and tools for innovation management - Aware of the role played by organisational culture and the external environment on the innovation process - Aware of the drivers that shape innovation and able to leverage on them - Stimulate your innovative thinking
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This module has a high level of contribution to the following learning goals for the program	
Learning goal 1 : Has developed knowledge and skills for managing technology, innovation and related organisational changes	Understands and anticipates the impact of innovation and technology on organizational performance

Teaching Method	<p>The teaching of this course is interactive and will require participatory learning, one where student and teacher interact in the classroom with the use of case studies, preparatory readings, projects and assignments to structure the exchanges. Students may be required to apply models and concepts to develop concepts of new products and services.</p>
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Evaluation	<ul style="list-style-type: none"> • Examination : 40 % • Continuous Assessment : 60 % <p>Closed book exam</p>
Textbook	<p>A selection of articles to be studied will be uploaded or listed on Moodle / or distributed at the start of classes</p> <p>Recommended readings Tidd J. and Bessant J. (2015), <i>Managing Innovation: Integrating Technological, Market and Organisational Change</i>, 5th edition, John Wiley and Sons</p> <p>Wulfesen, G. (2013), <i>The Innovation Expedition; a Visual Toolkit for Innovation</i>, BIS Publisher</p>
Bibliography	<p>Brown, T. (2009), <i>Change by Design: How Design Thinking Transforms Organisations and Inspires Innovation</i>, Harper Collins Publishers</p> <p>Kelley, T and Kelley D. (2013), <i>Creative Confidence: Unleashing the Creative Potential Within us All</i>, Crown Business</p> <p>Martin, R. (2009), <i>The Design of Business: Why Design Thinking is the Next Competitive Advantage</i>, Harvard Business Press</p> <p>Oswalder, A., Pigneur Y., Bernarda, G. and Smith, A. (2014), <i>Value Proposition Design: How to Create Products and Services Customers Want</i>, John Wiley & Sons Ltd</p> <p>Ries, E. (2011), <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i>, Crown Business</p> <p>Sparke, P. (1997), <i>The New Design Source book</i>, Knickbrocker Press, Quarto Inc</p> <p>Verganti, R. (2009), <i>Design -Driven Innovation, Changing the Roles of Competition by Radically Innovating what Things Mean</i>, Harvard Business Press</p> <p>Other sources: Seminar and recent articles from Harvard Business Review and MIT Sloan Management Review Short readings from Bloomberg Business Week and other economic magazines</p>
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