

Innovation (M45920)

GENERAL INFORMATION

Type: OB **Curs:** 1 **Period:** S semester
ECTS Credits: 2 ECTS

Teaching Staff:

Group	Teacher	Department	Language
Sec: A	Ivanka Visnjic	Operaciones, Innovación y Data Sciences	ENG

Group	Teacher	Department	Language
Sec: B	Ivanka Visnjic	Operaciones, Innovación y Data Sciences	ENG

Group	Teacher	Department	Language
Sec: C	Ivanka Visnjic	Operaciones, Innovación y Data Sciences	ENG

PREREQUISITES

Mindset, attitude and intrinsic knowledge. Participation in the classroom is instrumental to the success of the course. The best way to describe desired class atmosphere is with the analogy of the orchestra: participants are the performers while instructor is the conductor.

Thus, participants should be prepared to participate in the class discussion and take part in the teamwork. This implies capacity to come up with arguments and ideas, audacity to share it with others and openness to receiving constructive criticism. Equally, it implies the ability to listen attentively and criticize constructively the arguments of others.

PREVIOUS KNOWLEDGE

Prior knowledge. No prior knowledge of innovation is needed for this course. I look forward to accommodating participants with different backgrounds and I expect diversity to drive creation and innovation in the teamwork.

WORKLOAD DISTRIBUTION

In class:

- Lectures, invited speakers and discussion: about 30%
- Simulation & experiential learning: about 30%
- Exercises & role play: about 30%
- Tutoring/feedback (work in class on final exercise): about 10%

Outside of class:

- Independent work (reading materials at home): about 2h per class
- Group work (homework preparation): about 1h per class
- Final project & exam preparation: about 10h

COURSE LEARNING OBJECTIVES

At the end of the course, students should be able to:

1. Use the innovation process in a variety of settings to drive innovative outcomes (e.g. develop new products and services). The ability to manage innovation starts from the understanding of the process of innovation and its critical points, core questions and dilemmas in a specific context (industry, organization).
2. Ability to make managerial choices by applying the innovation frameworks. Participants will learn core innovation management principles, frameworks and analytic tools that they can use to resolve

the dilemmas that innovators at different organizational levels (from designer or an engineer to the CEO) face. Stated differently, we will learn how to manage teams and organizations to deliver innovation.

3. Acquiring the 'innovator' attitude through classroom practice. Finally, without the right mindset it is almost impossible to go through the innovation process or make the right managerial decisions. 'Innovator' attitude is necessary to be prepared to become a part of the 'innovation team' in a large company or entrepreneurial venture.

Assessment criteria

Individual participation. Attendance and participation are absolutely essential for the success in this course. All participants are expected to come prepared and to participate actively in class discussion. In evaluating an individual's class participation, I will consider attendance as well as the quality and frequency of participation in every class. Quality comments reflect thought and analysis that moves our understanding of the topic forward. They are clear and concise, fit into the flow of conversation, and most often build on (or disagree constructively with) what others have said. Assessment of class participation will be noted separately for each class.

Assignment Assignment consist of the development of a solution to an actual innovation challenge / problem that will be provided to the participants. We will start working on the idea development part in the class 4 and continue with the plan for the experimentation in the class 5. After the course is over participants will be expected to finalize their solutions and submit a report. For further information, see separate document with the instructions attached.

Assignment will be the subject of group performance assessment. Quality of the work will be evaluated primarily for the team as a whole. Think of yourselves as a start up- the success of any product innovation can be only assured by the whole team and is very reliant on creativity that arises as a part of team dynamic.

Exam.

Exam will represent an application of learnings in the new setting and will complement Assignment. You will receive specific question (4-5) about the decisions you would make to address challenges in each case. These questions will refer to the first 3 classes- designing organizational context, allocating resources, etc. The exam will be an 'open book' - you will use laptops to complete the exam and you will be able to use all your materials (digital and physical, including internet) to answer the questions. You will be strictly forbidden to communicate to your colleagues. Failure to refrain from communication (direct or digital) will result in fail. For further information, see separate document with the instructions attached.

Final grades will be calculated as follows:

Individual Participation 30% (3 points)

Assignment 30% (3 points)

Exam 40% (3 points)

Remarks on the participation. While I consider that class participation has to remain key part of the grading scheme in order to be representative of the nature of the course, I will take into consideration culture, language and any other legitimate barriers to class participation. Participants that feel that they may require this should contact me at the beginning of the course.

BIBLIOGRAPHY

Mandatory preparation pack will be made available on Moodle before the course.

As we go through the course I will be recommending specific literature in the context of our classes. If you are interested in anything in specific, just let me know.

Just FYI, here are links to some of the books that I would recommend to raise awareness of the topic of innovation in general:

<http://secondmachineage.com/>

https://en.wikipedia.org/wiki/The_Innovator%27s_Dilemma

[https://en.wikipedia.org/wiki/Steve_Jobs_\(book\)](https://en.wikipedia.org/wiki/Steve_Jobs_(book))

TIMETABLE AND SECTIONS

Group	Teacher	Department
Sec: A	Ivanka Visnjic	Operaciones, Innovación y Data Sciences

Timetable Sec: A

From 2018/2/13 to 2018/3/13:
Each Tuesday from 14:30 to 18:00.

Group	Teacher	Department
Sec: B	Ivanka Visnjic	Operaciones, Innovación y Data Sciences

Timetable Sec: B

From 2018/2/16 to 2018/3/16:
From Thursday to Friday from 10:00 to 13:30. (Except: 2018/2/22, 2018/3/1, 2018/3/9 and 2018/3/15)

Group	Teacher	Department
Sec: C	Ivanka Visnjic	Operaciones, Innovación y Data Sciences

Timetable Sec: C

From 2018/2/12 to 2018/3/12:
From Monday to Tuesday from 10:00 to 13:30. (Except: 2018/2/13, 2018/2/19, 2018/2/26, 2018/2/27 and 2018/3/6)

Thursday 2018/3/1 from 14:30 to 18:00.