

Nombre de crédits : 3

Langue d'enseignement : Français

Responsable du cours : BURLAT Claire

Enseignants : CLAUDE-GAUDILLAT Valérie , PIERRE Julien

≡ DESCRIPTION DU COURS

The course trains students to understand the challenges related to innovation and creativity for established companies as well as for start-ups and how innovation and creativity can enhance the organization's performance. The course focuses also on teaching participants techniques to unlock individual and group creativity, to solve problems and to become more innovative.

≡ OBJECTIF DU COURS

Understanding the innovation context of an organisation

Developing an innovative strategy

Understanding and applying the creativity concepts

Applying the design thinking framework

Building on diverse areas of expertise

≡ COMPÉTENCES VISÉES PAR LE COURS

≡ CONCEPTS ENSEIGNÉS

Key concepts of the economics of innovation : Types of innovation / Open innovation / Creativity / Design thinking

Learning goals:

Challenges of innovation in companies

Sourcing of innovation and the increasing role of open innovation

Strategies for developing new products and managing creativity

Design thinking

≡ MÉTHODES PÉDAGOGIQUES

Lecture + Case studies + Group project

≡ TRAVAIL ATTENDU

Field study

≡ BIBLIOGRAPHIE

Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Tim Brown, HarperBusiness, 2009

The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley, Jonathan Littman and Tom Peters, Crown Business, 2001

Strategic Management of Technological Innovation, Melissa Schilling, McGraw-Hill/Irwin; 3rd edition, 2012

The New Age of Innovation: Driving Concreted Value Through Global Networks, C. K. Prahalad and M.S. Krishnan, 2008

Strategic Innovation: New Game Strategies for Competitive Advantage, Allan Afuah, Routledge; 1st edition, 2009

Managing Innovation: Integrating Technological, Market and Organizational Change, Joe Tidd and John Bessant, 2009

Readings from the Sloan Management Review, Harvard Business Review and California Management Review

≡ MÉTHODE D'ÉVALUATION

40 % : Contrôle continu

60 % : Contrôle terminal

≡ SÉANCES

1 **Economics of innovation. Key concepts Modelling of technological change**

COURS : 03h00

Lecture + Case study

2 **Intellectual Property Management**

COURS : 03h00

Lecture + case study

3 **Open innovation and networks**

COURS : 03h00

Lecture + case study

4 **Challenges of innovation in established firms**

COURS : 03h00

Lecture + case study

5 **New products development**

COURS : 03h00

Lecture + case study

6 **Creativity**

COURS : 03h00

Lecture + case study

7 **Design Thinking (1)**

COURS : 03h00

Group project

8 **Design Thinking (2)**

COURS : 03h00

Group project