

Innovation Management (intensive course) gr.2

EM023M2NB2

Program

PGE
PGE 2A - Management en apprentissage

UE

Internationalisation

Semester

B

Discipline

Strategy

Contact hours

27 H

Number of spots

45

ECTS

5


Open to visitors

Yes

Language



Coordinator

Juan Ramón Campos Blázquez 

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Juan Ramón CAMPOS BLÁZQUEZ	juan.campos@uam.es	27 h

Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

Description

The management of innovation is one of the crucial and challenging aspects of modern organizations. By creating value, innovation is a fundamental factor of competitiveness. Innovation being undoubtedly uncertain and risky, it makes it very often difficult for new innovative technologies to be translated into successful products and services. Given this, it is of high importance for students to understand the strategies, tools, and techniques for managing innovation, which often requires a different set of management knowledge and skills from those used in everyday business administration.

This course aims at giving students a critical view of today's new environment for innovation while equipping them with the knowledge and skills to understand the importance of innovation and how it contributes to the competitiveness of the firm. It does this by analysing the innovation process as well as the new trends in the area while giving to students the opportunity to develop and work on their innovation skills. At such, it provides a broader understanding of the management of innovation at the operational and strategic levels. The main objective is to understand innovation as the main driver for firms competing in an increasingly challenging and globalised business environment where business model innovation plays an essential role.

Teaching methods

Face-to-face

- Lectures

- Tutorials

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates
- Games (educational, role play, simulation)

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 3) **demonstrate** a solid theoretical understanding of the innovation process and the associated management.
 - - (level 3) **employ** different methodologies and tools to identify consumer insights
 - - (level 4) **examine** how empathy, creativity, prototyping, and storytelling are critical for problem solving and innovation adoption
 - - (level 5) **value** the importance of a culture of innovation
 - - (level 5) **determine** an innovative business model
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Affective domain

Upon completion of this course, students should be able to

- - (level 2) **perform** a real-world project in order to answer an organizational challenge
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Outline

Session 1. Introduction of the course. Understanding innovation management as a competitive advantage. Introduction to innovation frameworks (stage-gate model, design thinking, lean startup, and agile methodologies).
Session 2. The context for innovation. Building an innovative organization. Developing an innovation culture. Searching for innovation. Sources of innovation. Generating innovative ideas.

Session 3. Final project. A challenge briefing will be provided.

Session 4. The decision-making process. Portfolio selection. Evaluation projects. Assessment methods. Protection and Diffusion of Innovation.

Session 5. Organizing and Capturing Value from Innovation – Business model innovation. Part I

Session 6. Organizing and Capturing Value from Innovation – Business model innovation. Part II

Session 7. Final presentation.

NB : Session 3 will be entirely devoted to the final project, then the second part of the following sessions (from 4 to 6) will allow students to work continuously on the project and to be accompanied by the lecturer.

No prerequisite has been provided

Knowledge in / Key concepts to master

A good command of English is required

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts
- Worksheets
- Syllabus

Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments
- Coaching/mentoring

Software

- Pack Office (Word, Excel, PowerPoint, Access)

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Johnson, L. (2014). Thirteen traits of a truly innovative organisation. Financial Times. Retrieved from : <https://www.ft.com/content/81dd0d44-89c1-11e4-8daa-00144feabdc0>.

Kim, W. C., & Mauborgne, R. (1997). Value innovation : the strategic logic of high growth. Harvard Business Review, 75(1), 102-112.

Pisano, G. P. (2015). You Need an Innovation Strategy. Harvard Business Review. Retrieved from: <https://hbr.org/2015/06/you-need-an-innovation-strategy>.

Wrigley, C., Nusem, E., & Straker, K. (2020). Implementing Design Thinking : Understanding Organizational Conditions. California Management Review, 62(2), 125-143.

Additional literature

Goffin, K. and Mitchell, R. (2017). Innovation management: Effective strategy and implementation (3th ed.): Palgrave.

Brown, T. (2009). Change by Design. How design thinking transforms organizations and inspires innovations. HarperCollins Publisher, NY.

Gassmann, O., Frankenberger, K. and Csik, M. (2014). The Business Model Navigator. Financial Time Publishing.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Campos-Blázquez, J. R., Morcillo, P. and Rubio-Andrada, L. (2020). Employee Innovation Using Ideation Contests. A Seven-Step Process to Align Strategic Challenges with the Innovation Process. Research-Technology Management, Vol. 63 No 3, pp. 20-28, doi:10.1080/08956308.2020.1790237.

Campos-Blázquez, J. R., Rubio-Andrada, L. and Celemín-Pedroche, M. S. (2023). Voices from within. To what extent can internal crowdsourcing drive a change in organizational culture?. Journal of Business Research, Vol. 157, doi: 10.1016/j.jbusres.2022.113618.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 3,5

Written (10 Min.) / Individual / English / Weight : 55 %

Details : Multiple choice assessment (test)

Intermediate assessment / continuous assessment 2 Last class

Oral (30 Min.) / Group / English / Weight : 45 %

Details : Final project in teams based on a presentation (further instructions will be available on Moodle).