

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	<b>Management of Innovation</b>	<b>COURSE CODE:</b>	MGMT510
<b>PREREQUISITES:</b>	<b>Financial accounting and business finance</b>	<b>SEMESTER:</b>	FALL
<b>INSTRUCTOR:</b>	MR THOMPSON		
<b>EMAIL:</b>	richard.thompson@exterieur.groupe-igs.fr	<b>CLASS SCHEDULE:</b>	<b>Thursday 08h30-11h30</b>

### COURSE DESCRIPTION:

Management of innovation provides students with a conceptual framework to managing innovation in the corporate and start-up environments. The course explores creativity, ideation, problem solving using, technology diffusion, disruptive innovation, collaborative innovation models and intellectual property. The course also describes the unique role of public policy in promoting innovation especially regarding regulation and patents.

### COURSE OBJECTIVES:

The course is designed to present to students the complex field of the management of innovation. The course will cover the main themes in the field today so that students can take these fundamentals with them in the professional world or for additional study.

**Presence in class is mandatory. More than 2 absences will lead to a failing grade.**

### EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Define the steps from R&D to product launch
- Explain the steps of idea creation and problem solving
- Explain Rogers and Bass diffusion models
- Demonstrate innovation diffusion through network software
- Explain Rogers and Bass diffusion models
- Apply disruptive innovation theories to sectors and markets
- Manage the acquisition of intellectual property
- Demonstrate the importance and management of standards

### MANDATORY TEXTBOOK:

Professor's PPTs. There is no mandatory textbook. Students are expected to read case studies prior to coming to class.

### BIBLIOGRAPHY:

- Michael Milchalko, Cracking Creativity, Ten Speed Press, 2001
- Michael Milchalko, Tinkertoys, Ten Speed Press, 2006
- Everett Rogers, Diffusion of Innovations, Free Press, 2003
- Clayton M. Christensen and Michael E. Raynor, The Innovator's Solution, Harvard Business School Press, 2003
- Clayton M. Christensen, Innovator's Dilemma, Harvard Business School Press, 1997.
- A. Fosfuri Arora, and A. Gambardella, Markets for Technology: The Economics of Innovation and Corporate Strategy, MIT Press, 2004
- H. Chesbrough, Open Innovation, Harvard Business School Press, 2003
- Richard N. Foster, Innovation: The Attacker's Advantage, Summit Books, 1986
- James Utterback, Mastering the Dynamics of Innovation, Harvard Business School Press, 1994

### EVALUATIONS:

Attendance/presentation	10%
Case Study	20%
Mid-term	30%
Final Exam	40%

Mid-term and Final exams will be closed book and closed notes

Students will write a report of 4 pages, double spaced, on a subject related to innovation. Subjects must be approved by the professor. Due date is 5 December.

### COURSE SCHEDULE:

Dates	Subject	Cases
week 1 22-Sep	Creativity module 1	
week 2 6-oct	Creativity module 2	
week 3 13-oct	Innovation vs Invention	Crazy diamonds, creativity at Pixar Can Innovation be learned
week 4 20-oct	Introduction to diffusion of innovation	Los Molina, Dvorak, PV

week 5 27-oct	<b>Mid-term exam</b>	
week 6 3-nov	Rogers and s-curves Adopter life cycles	
week 7 10-nov	Interpreting network models	Download Network software, Workshop Network Analysis
week 8 17-nov	Sustainable vs disruptive innovation	Microscopes Disruptive Innovative
week 9 24-nov	Intellectual property	Elvis, IP Mess, Micro-ballons
week 10 1-dec	Dominant design and standards	Competing when standards are important
week 11 8-dec	Open innovation	Crowdfunding, MakerBot
week 12 15-dec	<b>Final exam</b>	