

MGT-411: Innovation Management

4 ECTS

Spring 2018

Thursdays – 9:15-12:00

BS 170

Dr. Tilo Peters

ODY 1.15, Station 5
1015 Lausanne
+41 21 693 0067
tilo.peters@epfl.ch

Teaching Assistant

Albina Khairulina
ODY 1.15, Station 5
1015 Lausanne
albina.khairullina@epfl.ch

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Course website/moodle:

<https://moodle.epfl.ch/course/view.php?id=15583>

Office hours:

Thursday afternoons, 15:00–17:00

COURSE OVERVIEW

The intent of this course is to provide the technology manager with a toolbox of methods for approaching different innovation projects. Depending upon the type, method or goal of the desired innovation, an effective manager can implement different systems. Each

lecture, or, for more detailed subjects, each set of lectures, will function as stand-alone units. Lectures will cover Design Thinking, Open Innovation, Crowdsourcing, and Lean Innovation, among others.

DIDACTIC APPROACH AND CLASS ATTENDANCE

This is a collection of lectures on "structured innovation systems," codified approaches to stimulating and managing the process of innovation. These topics will be presented by guest speakers who have expertise in their relative topics.

The didactic approach of this course relies on readings and case discussions as well as group and individual works. Attendance to all class sessions is required, and students are expected to read the materials assigned for the course, participate actively, and complete the team and individual works.

LEARNING OUTCOMES

By the end of the course, the student should be able to compare and contrast the various systems and qualify why a given project might be better suited to what innovation system. In addition, the student will be able to:

- Compare various innovation management tools and
- Contrast their application in context of the desired outcome.
- Assess / Evaluate the practicability of various innovation tools in relation to the nature of the required innovative outcome.
- Formulate an appropriate innovation management plan.
- Argue in favor of your selected plan.
- Integrate aspects of multiple innovation approaches.
- Specify how innovation systems can benefit the firm.
- Structure an innovation plan.

MATERIALS

Readings for each class will be posted on the moodle page

<https://moodle.epfl.ch/course/view.php?id=15583>

one week prior to the class session.

FORM OF EXAMINATION & GRADING

Continuous assessment combining:

- 25% Class participation
- 35% Group deliverables
- 40% Exam during the exam period

Class contribution is essential for individual and collective learning. Your evaluation of class participation will be based on:

- (1) Preparation of the readings and discussions;
- (2) Ability to summarize key concepts and important information;

- (3) Ability to *raise* and *answer* questions;
- (4) Ability to *bring up ideas or insights* and to *build upon the ideas of others*.

Quality will be rewarded, not quantity. If you have concerns about your ability to participate in class discussions, please contact me immediately. We can work together to improve your oral communication skills, but only if you contact me (early).

Because this course is based upon the generosity of invited speakers, attendance is required. Late arrivals, inattention (failure to direct one's attention to the speaker), and any disrespectful behavior will have a detrimental effect on an individual's class participation grade.

COURSE SCHEDULE: OVERVIEW OF THE SESSIONS

Session	Date	Topics	Expert Speaker
1	22.02.18	Introduction	Tilo Peters
2	01.03.18	Novel vs. Innovative	Andi Felsl
3	08.03.18	Design Thinking	Geri Blanco-Bose
4	15.03.18	Intellectual Property Management	Albina Khairulina
5	22.03.18	Non-Patent IP Management	Tilo Peters
6	29.03.18	Financing Innovation & FinTech	
	05.04.18	Easter Holiday	
7	12.04.18	Creating an Innovation Environment	Vincent Nassar
8	19.04.18	Open Innovation / Crowdsourcing	
9	26.04.18	Implementing Innovation	Andrea Dunbar
10	03.05.18	Business Model Innovation	
	10.05.18	Ascension Holiday	
11	17.05.18	The Other Side of Innovation	Melvin Haas
12	24.05.18	Organizing for Innovation	Sasha Galbraith
13	31.05.18	Group project presentations	

Most of the modules will be presented by invited lecturers, each of whom is an expert in her or his field. The above list of topical lectures is subject to the availability of the lecturers and may change without prior notice.