

# MGT-411: Innovation Management

4 ECTS

Spring 2019

Thursdays – 9:15-12:00

BS 170

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## 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>

## FORM OF EXAMINATION & GRADING

Continuous assessment combining:

- 45% Group deliverables
- 55% Exam during the exam period

## COURSE SCHEDULE: OVERVIEW OF THE SESSIONS

Session	Date	Topics
1	21.02.19	Introduction
2	28.02.19	Novel vs. Innovative
3	07.03.19	Design Thinking
4	14.03.19	Intellectual Property Management
5	21.03.19	Non-Patent IP Management
6	28.03.19	Financing Innovation & FinTech
7	04.04.19	Implementing Innovation
8	11.04.19	Creating an Innovation Environment
9	18.04.19	Open Innovation / Crowdsourcing
	25.04.19	Easter Holiday
10	02.05.19	Business Model Innovation
11	09.05.19	The Other Side of Innovation
12	16.05.19	Organizing for Innovation
13	23.05.19	Group project presentations
	30.05.19	Ascension Holiday

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.