

MGT-411: Innovation Management

4 ECTS

Spring 2021

Thursdays – 9:15-12:00

ODY 1.16

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Office hours:

Thursday afternoons, 12:00–13:00

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:

- 40% Group deliverables
- 60% Exam during the semester

COURSE SCHEDULE: OVERVIEW OF THE SESSIONS

Session	Date	Topics
1	23/02/23	Introduction
2	2/03/23	Novel vs. Innovative
3	9/03/23	Innovation Management @ CSEM
4	16/03/23	Patents and Innovation
5	23/03/23	Crowdfunding and Crowdsourcing
6	30/03/23	Business Model Innovation
7	6/04/23	From Innovation to Market
	13/04/23	Easter Holiday
8	20/04/23	Non-Patent IP Management
9	27/04/23	Implementing a New Standard @ Sunrise
10	4/05/23	Planning for Innovation
	11/05/23	Ascension Holiday
11	18/05/23	Organizing for Innovation
12	25/05/23	Group project presentations
13	1/06/23	Exam

Many of the modules will be presented by guest speakers, 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.