DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year: 2024-2025

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	**Innovation Management**
4. Code	31050
5. Type of education	☒ Bachelor ☐ Master ☐ MAS ☐ ☐ DAS / CAS / single days
6. Number of ECTS Credits	**5**
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students ☐ …………………………..
8. Teaching language	☐ French ☐ German ☒ English ☐ Other: …………………………..
9. Objectives	The objectives of the courses are to: 1. provide students with a comprehensive understanding of innovation, including its types, importance, and the various models and theories that explain how innovation occurs in different contexts. 2. equip students with knowledge of how organizations can develop and implement strategies to foster innovation, including open innovation, co-creation, and innovation ecosystems. 3. enhance students' creativity and their ability to generate, develop, and evaluate new ideas that could lead to successful innovations. 4. introduce students to the processes involved in managing innovation, from idea generation through to commercialization, including the stages of product development, prototyping, and market testing. 5. examine how organizational structures, cultures, and leadership styles influence innovation, and how companies can create environments that

6. measure and evaluate the performance of innovation activities, including metrics for assessing the innovation process, outputs, and outcomes.

7. provide students with practical experiences through case studies, project work, and interactions with innovators, enabling them to apply theoretical knowledge to real-world scenarios.

| 10. **Contents**
(General themes and descriptions, the accurate content may change) | The course is articulated as follows:

Module 1: Understanding Innovation
• This introductory module will cover the basics of innovation, including definitions, types, and the importance of innovation in today's competitive landscape. Students will learn about various models and theories of innovation, such as open and closed innovation models, and how these apply in different organizational and industry contexts.

Module 2: Developing and Implementing Innovation Strategies
• Students will explore how organizations can create strategies to foster innovation. This includes studying concepts like open innovation, co-creation with customers, and building innovation ecosystems. Case studies of successful innovation strategies will be discussed, alongside frameworks for strategic planning and execution in innovation management.

Module 3: Enhancing Creativity and Idea Generation
• This module focuses on the human side of innovation, emphasizing creativity techniques, idea generation, and development processes. Students will engage in workshops and exercises designed to boost their creative thinking skills and learn how to effectively evaluate and refine ideas.

Module 4: Managing the Innovation Process
• **Description**: Covering the journey from idea to market, this module details the stages involved in managing innovation, including ideation, product development, prototyping, and market testing. Students will learn about agile and lean startup methodologies, and how these approaches can accelerate the innovation process.

Module 5: Influence of Organizational Structures on Innovation
• This part of the course examines the impact of organizational structures, culture, and leadership on fostering an innovative environment. Discussions will cover how companies can cultivate a culture of innovation, manage resistance to change, and design organizations that support continuous innovation.

Module 6: Measuring Innovation
• Students will learn how to assess and measure the effectiveness of innovation activities. This includes studying various metrics and indicators for evaluating the innovation process, outcomes, and the overall impact on organizational performance.

Students will work on a project that requires them to apply all the concepts learned to audit an organization and provide recommendations to improve their innovation management practices. |

11. Evaluation	The grading of the module shall be based on: • Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. (The methods and weightings are communicated by the instructor before the evaluations)
12. Remediation/repetition	☒ Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. ☐ No remediation
13. Coordinator / main instructor	Sonia Ben Hamida, and other lecturers

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	☐ Basic module ☐ Advanced module ☒ Specialized module ☐ Other: …………………..
15. Characteristics	☒ Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	☒ Main module ☐ Module linked to main module ☐ Optional module ☐ Other: …………………..
17. Time organization	☒ Module over 1 semester ☐ Module over 2 semesters ☒ Spring semester ☐ Fall semester ☐ Other