

DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year: 2026-2027
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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	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other:
9. Objectives	<p>This course introduces students to the principles and practices of corporate innovation and intrapreneurship. It explores how established organizations develop, manage, and scale innovation in increasingly complex and competitive environments.</p> <p>The course provides both conceptual frameworks and practical tools to understand how companies foster innovation internally and through collaboration with external partners. Students will also examine how organizational structures, leadership, and culture influence innovation performance.</p> <p>The objectives of the courses are to:</p> <ol style="list-style-type: none"> 1. Provide students with a comprehensive understanding of corporate innovation, including its types, importance, and the models and theories that explain how innovation occurs in different organizational contexts 2. Equip students with the knowledge to design and implement innovation strategies, including open innovation, co-creation, and innovation ecosystems 3. Enhance students' creativity and idea development capabilities, enabling them

	<p>to generate, refine, and evaluate innovative solutions</p> <ol style="list-style-type: none"> 4. Introduce the innovation management process, from idea generation and product development to prototyping, testing, and commercialization within a corporate environment 5. Examine how organizational structures, culture, and leadership influence innovation and how firms can create environments that support intrapreneurship and continuous innovation 6. Understand how to measure and evaluate innovation performance, including metrics used to assess innovation processes, outputs, and strategic impact 7. Provide practical learning experiences through case studies, project work, and interactions with practitioners, enabling students to apply theoretical frameworks to real-world situations
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The course is structured into the following modules:</p> <p>Module 1: Understanding Innovation in Corporate Settings</p> <ul style="list-style-type: none"> • Foundations and definitions of innovation • Types of innovation and their strategic importance • Innovation in competitive corporate environments • Innovation models and theories, including open and closed innovation frameworks <p>Module 2: Developing and Implementing Innovation Strategies</p> <ul style="list-style-type: none"> • Designing innovation strategies in large organizations • Open innovation and collaboration with external partners • Co-creation with customers and stakeholders • Building and managing innovation ecosystems • Case studies of successful corporate innovation strategies <p>Module 3: Enhancing Creativity and Idea Generation</p> <ul style="list-style-type: none"> • Creativity techniques and structured ideation processes • Idea generation, screening, and refinement • Workshops and exercises to develop creative thinking skills <p>Module 4: Managing the Innovation Process</p> <ul style="list-style-type: none"> • From idea to market: managing the innovation lifecycle • Product and service development processes • Prototyping, experimentation, and market testing • Agile and iterative approaches to innovation management <p>Module 5: Influence of Organizational Structures on Innovation</p> <ul style="list-style-type: none"> • The role of leadership in fostering innovation • Organizational structures that support innovation • Building and sustaining a culture of innovation • Managing resistance to change and organizational transformation <p>Module 6: Measuring Innovation</p> <ul style="list-style-type: none"> • Metrics and indicators used to evaluate innovation activities • Assessing innovation processes, outputs, and outcomes • Measuring the impact of innovation on organizational performance. <p>Students will complete a practical project in which they audit an organization's innovation practices and develop recommendations to improve its innovation</p>

	management strategy and processes.
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
12. Remediation/repetition	<input checked="" type="checkbox"/> 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. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Alessio Muscamera
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> 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	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other