

1. Course Description

Course Title:

Innovation and Design Thinking

Course Description: Including but not restricted to course objectives and topics, teaching methods (lecture course or seminar course), and a brief description of assessment

The module is about entrepreneurship and design thinking. This module aim to decompose the concepts of innovation. However, those concepts will be translated into a business strategy and the usefulness of the strategy for a firm in rapidly changing markets and global context. While the module takes a broad view of innovation and look at process of innovation as well as the creation of ideas, students will be encouraged to explore a range of different perspectives to develop solution. In addition, a new approach – design thinking will be introduced to show how innovative solution can be generated by having a close understanding on customer's need.

Course Language:

English

Level of students:

Junior & Above

2. Course Syllabus

Name of the instructor:

Dr. Danny Soetanto

Type of Class Arrangement (Time of the course)

Course description including objectives

Educational aims of the module include, but not limited to:

- To develop the entrepreneurial mind-set and skills
- To enable participants to acquire a range of relevant entrepreneurial skills
- To develop abilities in critical self-reflection, creative problem solving and market analysis.

Learning outcomes of the module include, but not limited to:

- To develop an understanding of the entrepreneurial mind-set and skills
- To develop an understanding of innovation theories and design thinking
- To apply a range of entrepreneurial and innovative management principles, practices and skills to the analysis of potential business opportunities.

Topic or topics for each session

The module consists of three block

Fundamentals of entrepreneurship (18 hours)

The primary objective of this block is to demonstrate and understand that exploiting a new opportunity is a process that can be planned, resourced, and managed. To commercialize business idea, an individual must exercise motivation as well as enterprising and managerial skills. Students will develop knowledge and understanding associated with entrepreneurship and innovation theories, concepts and frameworks. These will primarily be linked to opportunity recognition and exploitation, but will also address entrepreneurship as a phenomenon that occurs in a variety of organizational contexts and extends beyond profit-maximization as primary motivating factor.

Topics (Method of delivery: lecture and workshop):

- What is innovation
- 4Ps innovation: Product, process, paradigm and process innovation
- The diffusion of innovation
- Disruptive innovation
- Business model innovation

Design thinking (10 hours)

The second block focuses on the practical approach in developing innovation or creating ideas for solution. From the very beginning, the students will be encouraged to think critically and to challenge their established assumptions. Using design-thinking approach, the module aims to integrate knowledge from design, social sciences, business and engineering. It is widely used in the rapid design of prototypes and the development of business model. The students are expected to prepare presentation and develop business model. It is expected that the students test their assumptions and drive towards the implementation of ideas.

Topics (Method of delivery: mostly workshop):

- Introduction to design thinking
- Persona and empathy
- Customer Journey map
- Innovation challenge

Teaching methods

Seminar and workshop

Assessment

Individual reflective essay (40%)

Group work – Innovation challenge (presentation and group report) (60%)

Required and/or recommended readings

- John Bessant and Joe Tidd (2008) *Innovation and Entrepreneurship*
- Joe Tidd, John Bessant and Keith Pavitt (2005) *Managing Innovation: Integrating Technological, Market and Organizational Change*
- P. Drucker (1985) *Innovation and Entrepreneurship: Practice and Principles*
- Paul Trott (2002) *Innovation Management and New Product Development*
- Utterback, James M. (1996) *Mastering the Dynamics of Innovation* (Cambridge, Mass., Harvard Business School Press)
- Clayton M. Christensen (1997) *The Innovators Dilemma: When New technologies cause great firms to fail* (Boston: HBSP)
- Clayton M. Christensen, (2003) *The Innovators' Solution* (Boston: HBSP)
- Utterback, J.M. (2005) Mastering the dynamics of innovation.
- Francis, D., & Bessant, J. (2005). Targeting innovation and implications for capability development. *Technovation*, 25(3), 171-183