

Module Description, available in: EN

Novel Innovation and Design Principles

General Information

Number of ECTS Credits

3

Module code

TSM_InnoDes

Valid for academic year

2019-2020

Last modification

2018-10-29

Responsible of module

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Explanations regarding the language definitions for each location:

- Instruction is given in the language defined below for each location/each time the module is held.
- Documentation is available in the languages defined below. Where documents are in several languages, the percentage distribution is shown (100% = all the documentation).
- The examination is available 100% in the languages shown for each location/each time it is held.

	Berne	Lausanne	Lugano	Zurich
Instruction				X E 100%
Documentation				X E 100%
Examination				X E 100%

Module Category

TSM Technical/scientific specialization module

Lessons

2 lecture periods and 1 tutorial period per week

Entry level competences

Prerequisites, previous knowledge

BSc Business Engineering.

Other with basic knowledge of business principles such as marketing, accounting and controlling

Brief course description of module objectives and content

NOVEL INNOVATION & DESIGN PRINCIPLES. In order to keep generating competitive advantage through innovation, both manufacturing and service industries are in need to apply novel innovation and design principles. This module will focus on reuniting the study and practice of entrepreneurship and innovation. It takes a process-oriented view of agile Innovation.

First it starts with recognizing the opportunity and understanding the problem space using design thinking and selecting appropriate tools and methods. After achieving the Problem/Solution-Fit with the Lean Start-up approach an MVP is further developed and the using agile product and customer development, business design the venture can be scaled.

Alongside this journey, different tools are selected, e.g 5Wh, customer journey, big data Analytics, business ecosystem design canvas, Lean Canvas are applied.

Approaches such as design thinking, user-driven innovation, lean startup and lean entrepreneurship, corporate venturing, jugaad innovation will be used to work on one real-life business cases. Different excursions complete the module to see how novel design and innovation principles are applied in practice.

Aims, content, methods

Learning objectives and acquired competencies

- What is agile innovation?
- what are the differences to traditional innovation processes?
- How to apply Design Thinking, Lean Start-up and other user centered approaches
- Select the right tools to achieve the targets for a given Innovation challenge
- The nature of creativity and the creative process
- Moderation of a creativity workshop
- Where innovations come from – the wide range of different source which offer opportunities
- Combine intuitive and analytical problem solving techniques
- Apply key tools like customer journey, Lean Canvas and Business Ecosystem Design Canvas
- The need for a strategy to guide search for opportunities
- Developing and using a business plan to attract resources

Contents of module with emphasis on teaching content

WK1	WK2	WK3	WK4	WK5	WK6	WK7
Introduction	System Thinking	Design Thinking	Data Analytics	Preparation concept maps	Team Presentation	Excursion Design Werk
Types of Innovation	5Wh Stakeholder	Customer Journey	Sources of Data	Preparation 1. presentation	Lean Canvas	Pretotyping
Teamforming	Teamwork	Teamwork	Teamwork	Teamwork	Teamwork	Teamwork

WK8	WK9	WK10	WK11	WK12	WK13	WK14
Creativity Techniques	Creativity Workshop	Concept Map Part 2	Excursion Zühlke	Business Ecosystem Design	Excursion Freitag	Final Presentation
Workshop Preparation	Creativity Workshop	Preparation 2. presentation	Excursion Zühlke	Concept Map Part 3	Excursion Aroma	Concept Maps
Team work	Team work	Team work	Problem Solution Fit	Team work	Pitch Training	Final Q&A

Teaching and learning methods

Flipped Classroom didactic approach complemented by case studies, excursions, workshops and frontal teaching. Units of 2x45min and 1x45 min case study. Cases are briefed and presented biweekly.

Literature

Lewrick, Link and Leifer (2018): The Design Thinking Playbook, Wiley.

Also available in German

Lewrick, Link und Leifer (2018): Das Design Thinking Playbook, 2. Aufl., Vahlen Verlag.

Assessment

Certification requirements

Module uses certification requirements

Certification requirements for final examinations (conditions for attestation)

Active participation at the team work (real case Innovation challenge):

10 methods selected, applied and handed in

Concept Maps created

Intermediate and final presentation of the team work

Basic principle for exams

As a rule, all the standard final exams for modules and also all repetition exams are to be in written form

Standard final exam for a module and written repetition exam

Kind of exam

written

Duration of exam

120 minutes

Permissible aids

Aids permitted as specified below:

Permissible electronic aids

Created Concept Maps

Other permissible aids

Concept Maps (4 pages A3)

Special case: Repetition exam as oral exam

Kind of exam

oral

Duration of exam

30 minutes

Permissible aids

No aids permitted