

Innovation Design Thinking

ECTS : 6

Description du contenu de l'enseignement :

- Basics and study of examples of innovative products, services, processes and management methods.
 - Theory C / K and innovation reasoning.
 - Organization of innovation and innovative capabilities of companies.
- The aim of the course is to convey to students the contemporary theories and practices of innovation management in its upstream phase: innovative design reasoning and organization of the innovation function in the company.

Compétence à acquérir :

- Ability to generate concepts with potential for innovation, to identify and overcome fixation effects, to conduct structured reasoning in the unknown.
- Ability to analyze an organization and propose modifications to increase its innovative capabilities.

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