

- Faculté des sciences économiques
- www.unine.ch/seco

Innovation process (5EN2042)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication, orientation journalisme	Cours: 2 ph	Voir ci-dessous	3
Master in General Management	Cours: 2 ph	Voir ci-dessous	3
Master of Arts en innovation, orientation Innovation et société	Cours: 2 ph	Voir ci-dessous	3
Master of Law en innovation	Cours: 2 ph	Voir ci-dessous	3
Master of Science en innovation	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante

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Contenu

What are process models of innovation? What are tools and methodologies to spur innovation in organizations? What is design thinking? How are design thinking processes effectively managed? These are the central questions that this course seeks to address. This course explores the conceptual foundations and the practice of design thinking and its management. It aims at equipping students with tools and with the practical skills that are necessary for managing design thinking processes to drive product and service innovations. The course introduces methodologies in the context of real-world examples and emphasizes qualitative methods for analyzing data. Students will lead their own real-life innovation project in a group work setting.

Forme de l'évaluation

The final assessment will be based on active in-class participation and attendance (10%), group work (60%) and an individual project (30%).

- In-class participation: Students are expected to attend every session and actively contribute to in-class workshops and discussion.
- Group project: Each group will be asked to address a case challenge of a leading company through a design thinking methodology.
- Individual assignment: Each student will hand in a final paper on a question introduced in class.

Re-take: Individual assignment (100%)

Documentation

Provided in class

Forme de l'enseignement

This course relies on an "active learning" approach. It introduces the foundations of design thinking methodologies, as well as practical tools and methods to spur creativity through a design thinking process. Students are invited to take an active role in creating their own experiences through solving real-life cases, interactive in-class workshops, and independent group work.

Students are expected to participate in every session. Any omission of group or home work will be counted as a 0 in the final grade. Students are expected to follow the University of Neuchâtel's standards of conduct. Integrity, respect, academic honor and the highest standards of conduct are fundamental ideals to the university.

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Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Organise a design thinking process
- Apply frameworks, concepts and tools for design thinking
- Identify different models of innovation processes
- Use qualitative data analysis methodologies
- Manage a design thinking process

Compétences transférables

- Discuss complex issues
- Manage a project
- Entrepreneurial thinking
- Identify novel ideas (creativity)