
TOPICS: INNOVATION MANAGEMENT in Spring 2019 (BA5091C)

Course Code	BA5091C	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	New Grenelle office
Class Schedule	R: 16:55-18:15 in PV-1	Office Hours	Thursday 14:00, or by appointment
Credits	2	Email	smalo@aup.edu
Semester	Spring 2019	Office Tel. Ext.	

Course Description

The aim of this course is to provide a solid grounding to students interested in managing creativity and the various aspects of the innovation process within organizations. The course is divided into two parts.

The first part focuses mainly on the creativity process. We will discuss three themes: What is creativity? How can creativity be stimulated? How can creative ideas be translated to innovative products and business strategies? Based on major theories in the field, we discuss whether monetary rewards enhance or undermine creativity, how multitasking or working under time pressure affects creativity, what tools we can provide to stimulate creativity, and the challenges that arise when implementing creative ideas in organizations.

The second part of the course examines the organizational issues involved in innovating and implementing innovations. These issues include management of teams and partnerships, learning within and across projects, the manager's role in funding, directing, and killing innovation projects, forecasting technological change, fighting standards wars, and stimulating the diffusion of innovation.

Course Learning Outcomes

General Education

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the _____ requirement and as such has the following learning outcomes:

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Course Outline

	Topics	Reading	Assignments / Cases / Notes
Week 1			
24/01/2019	Introduction: The journey ahead Session 1: Definitions and Typologies		
Week 2			
31/01/2019	Session 2: Sources of Innovation		• Kline, S., Rosenberg, N. (1986) An overview of innovation, Landau R., Rosenberg N. (eds), The Positive Sum strategy, National Academy Press, Washington.
Week 3			
07/02/2019	Session 3: Social Innovations		
Week 4			
14/02/2019	Session 4: Creativity in Individuals	• Feist (2010) Chapter 6 - The Function of Personality in Creativity	
Week 5			
21/02/2019	Session 5: Functional Model of Personality in Creativity		
Week 6			
28/02/2019	Session 6:		

9 Techniques for
Enhancing Creativity

Week 7

07/03/201 **Fall Break (no classes)**

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Week 8

14/03/201 **Fall Break (no classes)**

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Week 9

21/03/201 Session 7: Creativity
9 in Organizations

- Amabile et al. (2002)
Creativity Under the Gun,
Harvard Business Review,
August, pp.52-61

Week 10

28/03/201 Session 8: Managing
9 New Product
Development: Stage-
Gate® Model

- Cooper, R.G. (2006)
Managing technology
development projects,
*Research-Technology
Management*, Nov., pp.
23-31.

Week 11

04/04/201 Session 9:
9 Discontinuous
Innovations

- Christensen, C. (1997)
Patterns in the evolution of
product competition,
*European Management
Journal*, 15: 117-127.

Week 12

11/04/201 Session 9:
9 Discontinuous
Innovations

- Presentations

Week 13

18/04/201 Session 10:
9 Technology and
Industry Life Cycle

- Abernathy, W. J.,
Utterback, J.M. (1975) A
Dynamic Model of Process
and Product Innovation,
Omega, 3(6), pp. 639-656.

Week 14

25/04/201 Session 11: Diffusion
9 of Innovation

- Rogers, E. M. (1983)
Chapter – 6: Attributes of
Innovations and Their Rate
of Adoption, in *The*

Diffusion of Innovations,
3rd Edition, New York: The
Free Press.

Week 15

02/05/2019 **Essay (and Presentation) on an emerging technology**

Week 16

09/05/2019 Reading days

Week 17

EXAM

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR

COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Final Grade:	
1. Class attendance and participation	10%
2. Four Group Presentations on Various Innovation Management Topics	40%
3. Essay (and Presentation) on an emerging technology	20 %
4. Final exam	30 %

Other
