COURSE TITLE: CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

Bachelor course (for students in the final year of study) & Master course
ECTS credits: 7

Lecturers:
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Aims of the course:
How can we prepare ourselves to be leaders of innovation? Which tools can we use to generate ideas? How can we test our ideas?
Actual business context requires a degree of adaptation to change which requires the acquisition of new skills and abilities to seize opportunities and improve productivity and economic performance. This course deals with the study of innovation. Students are expected to understand and identify strategies to promote ideas on innovative products or services and necessary actions to implement them successfully. It also seeks to promote entrepreneurial culture.

Specific Objectives:
- Understand the concept of innovation, its components and its importance for the company and organizations in general.
- Develop a practical framework for the design and implementation of a systematic innovation strategy.
- Incorporate adequate tools for formulation of a business model and a business plan.
- Connect the theoretical issues with the concrete reality through work on actual experiences of companies that have a culture in innovation and studying successful study cases.
- Encourage students to develop their own business.

Course syllabus:
I. The concept of innovation
Defining innovation
Differences between invention and innovation
Product innovation and process
Radical and incremental innovation
Technological innovation, commercial or organizational
Innovation indicators
Characteristics of innovation in different sectors
Innovation in Latin America and Argentina

II. Economics and Management of Innovation
Main literature Schumpeter and creative destruction
The evolutionary theory of Nelson and Winter
The model of the dynamic capabilities of David Teece
Porter and competitive advantages: the model of the five competitive forces or extended rivalry
The value chain
Drucker and the systematic innovation
The role of von Hippel user
Rodgers and the innovations diffusion
Speed Adoption.

III. Innovation and Knowledge
Tacit and explicit knowledge
Knowledge as a public good
National Innovation System.
Regional Innovation System.
Joint state, private sector, science and technology sector: the model of the triple helix
Innovation and regional development
The R & D system in Latin America and Argentina

IV. Instruments
Innovation as a systematic practice
Key elements in managing innovation
Learning Cycle
The roles of the innovator
The generation of ideas: brainstorming
Creativity Business model: vs classical approach. Current focus
The evolution of the business model
The Business Model Canvas by Alex Osterwalder
Principles and applications
Business Plan

V. Innovation and entrepreneurship
The entrepreneur
Profile analysis, behaviour and motivations
Lean Start -up
The entrepreneurial ecosystem
Entrepreneurs and strategic decisions
Bibliography:
- Specific bibliography about successful innovation cases in Argentina and Latin America

Teaching methods:
This seminary combines theoretical sessions with diverse group dynamics. Theoretical and methodological frames will be used for a better comprehension of innovation process. The technique teaching and learning will be used with a high degree of student participation. Case studies and sharing the knowledge of the participants, trying to recreate real world situations will also be used. A major advantage of teaching with case studies is that the students are actively engaged in figuring out the principles by abstracting from the examples. This develops their skills in:
- Problem solving
- Analytical tools, quantitative and/or qualitative, depending on the case
- Decision making in complex situations
- Coping with ambiguities

Prerequisites:
None

Examination methods:
Two aspects will be considered for the students’ evaluation: Class participation and presentation of case studies (40%) as well as final practical work (60%). Final practical work: The seminar will be approved with a presentation of a monograph on an innovation project. The project can be on a product innovation, service, organizational, or otherwise. It may refer to:

a) Case: analysing a real innovation that has already occurred.
b) Project: a proposal outlining a project for innovation or improvement to a new or existing company. It may be alone or in small groups (2-4 students)

Note: This course is officially accredited at the Faculty of Economics, University of Ljubljana as the course Innovation Management (ECTS: 7).