



COURSE SYLLABUS

INNOVATION AS A BUSINESS STRATEGY: DESIGNING THE COMPANIES OF THE FUTURE

Professor

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SHORT BIOGRAPHY

Permanent Affiliate Professor at Madrid Campus. Sustainability department. Executive Director of the Entrepreneurship track (Master in Management). Coordinator of Sustainability Office at Madrid campus. He holds a MSc in Industrial Engineering (2007) and a PhD in Management Engineering (2014) from Universidad Politecnica de Madrid (UPM). From 2010 to 2015, he taught graduate and postgraduate courses on Entrepreneurship at UPM and he carried out international research. For three years he worked as a sustainability analyst at ACCIONA, where he designed and implemented the Corporate Training Program on Sustainability. During the last decade, he has been lecturing for postgraduate programs in different national Universities (Universidad Politecnica de Madrid, Universidad Pontificia de Comillas or Universidad Carlos III) and international (Universitas Pelita Harapan, Indonesia). Currently he teaches at ESCP Business School as a Permanent Affiliate Professor, where he teaches Sustainability, Entrepreneurship and innovation modules. His field of research is innovative business models for sustainability and the social business model.

INTRODUCTION/COURSE DESCRIPTION

We are facing a century of challenges. Climate change, loss of biodiversity, obsolete business models, transformation of production processes... We need a new mindset to help us approach these challenges in an effective and transformative way. As Albert Einstein put it:

"We cannot solve our problems with the same thinking we used to create them"

In this module, we explore innovation as the cornerstone to change the business world in different dimensions: product conception, service delivery, business model design, etc.

This course is related to the first topic described in the 20th Anniversary Special Call: "Designing the future of management". Innovation and creativity is the future of business and the future of management.

COURSE OBJECTIVES

This course aims to provide the students with a holistic overview on the different possibilities to use innovation as a strategic driver in existing organizations or new entrepreneurial projects. Innovation is not only a process or a result, but a strategy to create the companies of the future. The course analyses how innovation can be applied to different areas of the company (product and service conception, business model design, sustainability, organizational culture, among others) to change patterns and models and create valuable alternatives.

To achieve that goal some specific objectives have been defined:

- To understand that we need an innovative mindset and creativity tools to address the current challenges that we face today.
- To present an organized and systematic approach to innovation in companies, that helps to instill innovative ideas throughout teams, structures and departments.
- To develop a capacity to "read" the world, to detect value-creating opportunities, and to seize them quickly and effectively.
- To share good practices of innovators that succeed and others who didn't and understand the barriers and catalysers of innovation.
- To learn a methodology and the basic skills to develop and test innovative ideas in different areas of a company.
- To reflect critically and spark strategic thinking.
- To develop some multi-disciplinary skills : problem solving, outcome-based research, synthesis and prioritization of complex information, planning, diagnosis skills, multi-tasking management, quick decision-making.
- To improve the communication skills of the students (pitch structure, storytelling, public speaking and pitching)

COURSE METHODOLOGY

The pedagogic approach of this module is interactive, collaborative and challenging. It is an intense experiential journey that requires an exceptional intellectual and emotional curiosity, a passion for innovation and a commitment to work hard during the 2 weeks of the course.

EVALUATION SYSTEM

The assessment will consist of the combination of:

- The final video submitted by the after of the course describing the application of the principles seen in class to a startup project or an existing organization (70%)
- Individual assignment (30%), consisting on an open reflection about the role of innovation in the professional career of the participant.

COURSE PREREQUISITES

There are no prerequisites for the course. But there is a commitment for those who take the course: the module requires a commitment in time, effort and generosity to explore and build solutions to share with other students.