



Innovation and Ideation

Online Format

Professor Information

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Course Description & Learning Objectives

Businesses that are able to complete technically and commercially successful projects share several attributes related to innovation and ideation. These attributes include having an in-depth understanding of the dynamics of innovation, having a well-crafted innovation strategy, and have well-designed processes for implementing the innovation strategy.

This course leads participants through many of the challenges companies face when managing innovation efforts. The following topics will be explored:

- The various theories of innovation
- How the best-run organizations have developed sustainable and systematic approaches to innovation
- A roadmap for innovation, and an introduction to many of the specific tools of innovation
- Ways to identify innovators hidden inside your organization
- Approaches for overcoming obstacles to innovation and for driving a cultural transformation that unleashes innovation potential

The course learning objective for Innovation and Ideation is to provide participants with the ideas and concepts that provide a solid foundation for the strategic management of innovation within an organization.

Course Materials

Supplied and available to all participants via Internet online sources

Discussion Forums and Course Assessments

Discussion Forums. Participants are encouraged to assemble in informal virtual teams to share the application of the course learnings to current issues and challenges in their workplaces and as a requirement, must post a minimum of 4 perspectives on the Discussion Forum during the course. Participants are also encouraged to submit questions to the instructor using Ask Your Instructor features. Instructors will respond to questions when possible and within the time limits of each week's session. Ask Your Instructor features. Instructors will respond to questions when possible and within the time limits of each week's session.

Weekly Assessments. We provide weekly practice assessments at the completion of each week's on-line class (e.g., lectures, slides, and other materials). The practice assessments consist of 19 multiple choice questions and one essay (minimum 500 words). The purpose of the assessments is to determine whether the participant has sufficient command of the materials and has met the learning objectives. Participants may attempt the weekly assessments as often as they choose during the course.

Week 4 is designed to provide a review of all the materials from the previous three weeks. The audio-video review presentation will connect the theory, instruction, and the learning objectives to the questions participants have posed.

Final Assessment. The final assessment consists of 25 multiple-choice questions. Participants will have 45 minutes to complete the final assessment. Participants have 3 chances to receive a passing score on the final assessment. In order to receive the program completion certificate, participants must pass the final assessment.

Course Outline

Session 1

Introduction to Innovation Management

After completing this session, participants will:

- Understand the role technological innovation plays in the competitive arena of industry.
- Understand technological innovation's impact on society, both positively and negatively.
- Understand the attributes of successful innovation strategies.

Session 2

Sources of Innovation

After completing this session, participants will:

- Understand the relationship between creativity and innovation
- Understand the role played by individuals, firms, universities, governments, and non-profits in innovation
- Understand the role of collaborative networks in innovation

Session 3

Types of Innovation

After completing this session, participants will:

- Understand the 'typical' patterns of innovation
- Identify differences in the types of innovation
- Identify the differences in individuals that adopt an innovation early and those that adopt and innovation later in the technology cycle

Session 4

Managing Innovation, Part 1

After completing this session, participants will:

- Understand why managing innovation is important
- Become familiar with 5 decision frameworks for innovation programs
- Become familiar with different innovation strategies

Session 5

Managing Innovation, Part 2

After completing this session, participants will:

- Understand the five areas of focus for innovation
- Become familiar with a generic innovation process model
- Understand concepts around organizing for Innovation
- Understand the Innovation Maturity Model

Session 6

Hype Cycle, Part 1

After completing this session, participants will:

- Understand how models can assist in the management of innovation
- Understand the Gartner Hype Cycle
- Understand the 5 stages of the Hype Cycle
- Be aware of the traps of Hype Cycle pressure

Session 7

Hype Cycle, Part 2

After completing this session, participants will:

- Understand the Hype-Cycle's value as a predictive tool
- Understand the different types of adoption patterns
- Understand what the components of the Hype-Cycle are
- Understand the time-to-value gap

Session 8

Managing Innovation Adoption

After completing this session, participants will:

- Be familiar with valuation methods for innovation adoption
- Understand the importance of adopting an innovation process
- Understand the Gartner STREET process for Innovation Adoption

Session 9

Organizing for Innovation

After completing this session, participants will:

- Understand the importance of organizing for innovation
- Become familiar with the five key decisions that need to be addressed prior to undertaking an innovation effort
- Become more familiar with organization cultural considerations to improve innovation
- Become aware of the most common pitfalls in ideation effort

Session 10

Review and Assessment