INTRODUCTION

Typically basic concepts of innovation, creativity and design must be used in daily business, not only in Research and Development, but in general business as well. However, most people are not familiar with these fundamental concepts and methods. Hence, this course offers a comprehensive Know-how for the application of creativity and design in innovation and strategy.

AIMS

The goal is to deepen the understanding of the linkages of strategy, innovation, creativity and design for the development of new products and services and to provide guidelines for their application.

METHODOLOGY

Within this course, theories of creativity and design in the context of strategy and innovation will be presented and discussed. The main concepts will be introduced and partly applied, in group workshops and case examples.

EVALUATION

Participants will be evaluated on the basis of:
Class participation 33%
Exam / Final test 33%
Group project 33%

BIBLIOGRAPHY

• Further literature will be announced in the course.