

Syllabus

1. Program information

1.1. Institution	ACADEMY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle studies	Master Studies
1.6. Education type	Full-time
1.7. Program study	Digital Business and Innovation
1.8. Language study	English
1.9. Academic year	2021-2022

2. Course information

2.1. Name	Business Innovation Techniques								
2.2. Code									
2.3. Years of studies	2	2.4. Semester	1	2.5. Assessment type	Exam	2.6. Course type	O (Mandatory)	2.7. No. of ECTS	6
2.8. Instructors	Prof. Univ. dr. Carmen Păunescu – carmen.paunescu@fabiz.ase.ro								

3. Total estimated time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		C (C)	1.00
		S (S)	2.00
3.3. Total hours from curriculum	42.00	of which	
		C (C)	14.00
		S (S)	28.00
3.4. Total hours of study per semester (ECTS*25)	150.00		
3.5. Total hours of individual	108.00		
Time distribution for individual study			
Study the textbook, course support, bibliography and notes	40.00		
Further reading in the library, on the online platforms and field	40.00		
Preparing seminars, labs, homework, portfolios and essays	20.00		
Tutoring	3.00		
Examinations	4.00		
Other activities	1.00		

4. Prerequisites

4.1. About curriculum	- Strategic Management - Consumer Behavior
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	- Change management
4.2. About skills	- Evaluating current business models and developing new processes, products, strategies. - Using adequate methods for problem solving, finding solutions concerning business models.

5. Requirements

for C(C)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.
for S(S)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.

6. Skills covered

Professionals	C2	Critical constructive research, generation, projection and implementation of business ideas and processes, within the context of business digitalization.
	C3	Development, knowledge and implementation of strategies and techniques of communication and cooperation for the team within projects in the field of information technology
	C6	Development of innovation skills and innovative use of information technology in the application of specific methods, techniques and tools for business administration

7. Course objective

7.1. General objective	The course aims to develop among students the knowledge and skills necessary in order to identify areas where innovation will have the greatest impact, unlock their creativity and increase the flow of ideas, create and test prototypes and improve them.
7.2. Specific objectives	- Observe the common barriers to innovation and learn to overcome them - Capacity development for a culture that fosters innovation - Capacity to choose innovative solutions with the greatest potential value

8. Course contents

8.1. C(C)		Teaching methods	Recommendations
1	Why innovate?	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
2	Idea generation	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
3	Empathise and validate	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	

4	Building a creative team	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
5	Experiment planning and prototyping	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
6	Lean management methodologies	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
7	Scrum framework	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
8	Test driven development and Agile	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
9	Design thinking	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
10	Creating a commercial proposition	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
11	Business model innovation	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
12	Embedding innovation	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
13	Digital leadership	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
14	Digital trends and innovation	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	

Bibliography:

1. Ramanujam, M., Tacke, G., Monetizing Innovation: How Smart Companies Design the Product Around the Price, John Wiley & Sons, Inc., Hoboken, New Jersey, 2016
2. Humble, J., Molesky, J., Oreilly, B., Lean Enterprise: How High Performance Organizations Innovate at Scale, O'Reilly Media, Inc., 2015

3. Keeley, L., Walters, H., Pikkell, R., Quinn, B., Ten Types of Innovation: The Discipline of Building Breakthroughs, John Wiley & Sons, Inc., Hoboken, New Jersey, 2013
4. Christensen, C.,M., Dyer, J., Gregersen, H., The innovator's DNA: Mastering the Five Skills of Disruptive Innovators, Harvard Business Review press, 2011
5. Kelley, T., Littman, J., The ten faces of innovation., Profile Books Ltd, 2006
6. Drucker, P., F., Innovation and entrepreneurship, Harper & Row, Publishers, Inc., 1985

8.2. S(S)		Teaching methods	Recommendations
1	Why innovate? – debates and a case study	<ul style="list-style-type: none"> - overall seminar presentation; - first student interaction - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises for the financial objectives of an organization 	
2	Idea generation (Case study and examples)	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
3	Empathise and validate (Case study and simulation)	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
4	Building a creative team (Case study and exercises)	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
5	Experiment planning and prototyping (Case study, exercise)	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
6	Lean management methodologies (Case study)	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
7	Scrum framework (Case study and exercise)	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
8	Test driven development and Agile (Case study)	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and 	

		discussing case studies and the related exercises;	
9	Design thinking (Case study - examples)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
10	Creating a commercial proposition (Case study)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
11	Business model innovation (Case study and exercise)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
12	Embedding innovation (Case study and good practices)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
13	Digital leadership (Case study and discussions)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
14	Digital trends and innovation (Case study)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises - final conclusions for the seminar - grades communication to each student - grades explanations, if requested	

Bibliography:

1. Ramanujam, M., Tacke, G., Monetizing Innovation: How Smart Companies Design the Product Around the Price, John Wiley & Sons, Inc., Hoboken, New Jersey, 2016
2. Humble, J., Molesky, J., Oreilly, B., Lean Enterprise: How High Performance Organizations Innovate at Scale, O'Reilly Media, Inc., 2015
3. Keeley, L., Walters, H., Pikkell, R., Quinn, B., Ten Types of Innovation: The Discipline of Building Breakthroughs, John Wiley & Sons, Inc., Hoboken, New Jersey, 2013
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1. Course contents corroboration with the demands of epistemic community representatives, professional associations and representative employers

The course content was correlated with local business requirements and International during various professional meetings and debates where the Lecturer took part Lecturer.

2. Assessment

Activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Progressive assessment	Active participation, simulations, case studies	50.00
10.2. Final assessment	Summative assessment	Exam	50.00
10.3. Grading scale	Whole notes 1-10		
10.4. Minimum performance standard	Obtaining minimum 50 points		

Completion date,
20.11.2019

Instructors,