**Course Description**

In today’s dynamic business environment, Innovation and entrepreneurship are key factors for companies who wish to gain competitive advantage over other industry players. As individuals it is crucial to acquire skills and tools in these areas in order to expand career opportunities in a rapidly changing environment.

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<th>School:</th>
<th>Tiomkin School of Economics B.A</th>
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Innovation as a tool for maintaining competitiveness

**Lecturer:**

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**Teaching Assistant:**

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<tr>
<th>Course No.:</th>
<th>Course Type :</th>
<th>Weekly Hours :</th>
<th>Credit:</th>
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<tr>
<td>9666</td>
<td>Lecture</td>
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**Course Requirements :**

Final Paper

**Language:**

Hebrew

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**Course Requirements :**

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<th>Group Code :</th>
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Firms must innovate continuously by developing new groundbreaking products, improving production processes and utilize new organizational methods. Managers and employees must acquire new skills and capabilities in order to lead and take an active part in the innovation process.

This course is designed to help students develop a deep understanding of innovation, creative thinking and entrepreneurship. The course will provide the necessary skills and tools that will enable students to take part in innovation activities as managers or employees in the future.

The course includes individual and group assignments. The students will be asked to examine fundamental issues in the development and management of innovation in Israeli companies.

The course combines theoretical knowledge with practical experience.

**Course subjects (tentative, open to changes)**

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<thead>
<tr>
<th>Lecture Subject</th>
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<td><strong>Introduction</strong></td>
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<tr>
<td>1 Intro to the course and the program</td>
<td>Course structure and assignments</td>
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<td>2 Intro to innovation</td>
<td>Definitions and characteristics</td>
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<td>The Israeli experience</td>
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<td>Innovation</td>
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<td>Israeli venture capital industry</td>
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<td><strong>Changes in the rules of the game - Innovation</strong></td>
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</table>
| 3 | Diffusion of innovation  
|   | • Rogers Model  
|   | • The S curve  
|   | Moor Model – Crossing the chasm | Submit - Group members and selected company for the group assignment |
| 4 | Threats  
|   | • Challenge or be challenged  
|   | • Disruptive innovation  
|   | • Big bang disruption |
| 5 | Opportunities  
|   | • Open innovation  
|   | • Creativity and innovation tools  
|   | • Guest lecture | Submit - Assignment #1 |

**Framework and tools for implementation**

| 6 | The innovation ecosystem – Interaction between players in the ecosystem |
| 7 | Innovation strategy  
|   | Blue ocean vis. Red ocean  
|   | Born global |

**Innovation skills and capabilities**

| 8 | Intrapreneurship  
|   | The role of the middle manager |
| 9 | Training people to think out of the box  
|   | The DNA of disruptive innovators | Submit - Assignment #2 |

**Financing innovation**

| 10 | The venture capital industry  
|   | New forms of financing innovation |
| 11 | Public support for innovation |

**General Topics and presentations**
Course Goals

- To provide students with in-depth understanding and knowledge of the various aspects of innovation and technological entrepreneurship, focusing on Israel's accumulated wealth of experience.
- To develop relevant skills and provide the necessary tools to effectively enhance innovation in existing companies and/or in new entrepreneurial ventures.
- To practice teamwork facing and analyzing real life challenges.
- Meet leading industry managers and learn from their experiences.

Grading

Course Grading Method

Requirements

- Reading the course material
- Participation and presence in lectures. Minimum presence 80%
- Presence in presentation – obligatory
- Submitting and presenting assignment. Minimum grade: 60
- The assignments in the course are individual assignments (60%) and group assignments (40%). The Final group assignment includes analyses a substantive issue from topics that will be determined related to innovation management. The issue will be examined based on the literature and empirically by a way of case study of an Israeli company.
- Each group will present its work through presentations.
• Attendance is required. Class attendance is very important, learning occurs through interaction and actual work.
• You may miss up to 2 classes.
• Missing 3 classes will result in grade deduction of 10%.
• Missing 4 classes or more - will not be able to complete the course.
• All absences should be notified in writing to class TA in advance. Please include documents (e.g. a formal letter from the army/doctor).

Grading

• Individual assignments - 60%
• Group assignment - 40%

Individual assignments

1. Read and analyze an academic article -25%.

Article (from the last 10 years) on one of the topics of innovation (according to the class guidelines). Presentation of the main conclusions of the articles in the class (1-2 slides).

1. An empirical examination of one of the key topics of innovation - 35%.

Based on the academic article chosen in assignment #1 and other theoretical material including class discussions, explain and analyze empirically in 2 Israeli high tech firms key topic of innovation. The analysis will be based on available open data resources, collect news items from the press (at least 3 news items) and interview with a company representative - optional. Write a final report.

Team Assignment

An empirically examination of a high tech company from various aspects of innovation, according to guidelines - 40%

Each group will select a high tech company with at least 40 employees that has been operating in Israel (at least 3 years) and has innovative activity (not the company that was selected for the individual assignment).

The group will analyze the company from various aspects of innovation according to the guidelines (company characteristics, type of innovation, interaction with ecosystem players, contribution of innovation to the company in the past year etc.)
The analysis will be based on available open data resources, news items about the company, interview with a senior company official (or various officials) on the basis of a questionnaire and theoretical material (based on classroom discussion, as well as other literary material initiated by the student).

Class presentation; Write a final report.

Learning Outcomes

This course is designed to help students develop a deep understanding of innovation, creative thinking and entrepreneurship. The course will provide the necessary skills and tools that will enable students to take part in innovation activities as managers or employees in the future.

Teaching Assistant

Uri Mestechkin. Email: urimest@gmail.com

Reading List

Reading


Kirsner, S (2018). The biggest obstacles to innovation in large companies


**Other relevant readings:**

Busch, Christian (2018). How to make the most serendipity at work place, World Economic Forum, 2018
https://www.weforum.org/agenda/2018/07/how-to-make-serendipity-happen-at-work/


http://www.abc.net.au/radionational/programs/futuretense/serendipity-secret-ingredient-innovation-invention/6846300


In English: http://innovationisrael-en.mag.calltext.co.il/?article=0

In Hebrew: http://innovationisrael.mag.calltext.co.il/?article=0


http://www.ijisr.issr-journals.org/abstract.php?article=IJISR-16-070-06

**Other reports:**

Hub Singularity – These 7 2017 disruptive technologies could be worth trillions of dollars:

https://singularityhub.com/2017/06/16/the-disruptive-technologies-about-to-unleash-trillion-dollar-markets

Ark Report: Ark invest disruptive innovation – Big ideas 2017:

http://research.ark-invest.com/thank-you-ark-big-ideas2017?submissionGuid=c7b92e4c-4134-43dc-a6da-1a218352f8d9

https://ark-invest.com/research/big-ideas-2017

**Watching:**

Introduction:

- https://www.youtube.com/watch?v=a0ytInWK1k
The Israeli experience

- [https://www.youtube.com/watch?v=M2OsI5DD0LE](https://www.youtube.com/watch?v=M2OsI5DD0LE)
- [https://www.youtube.com/watch?v=a0ytInWK1k](https://www.youtube.com/watch?v=a0ytInWK1k)

Innovation definition:

[http://youtu.be/5Uh1KxcpWz0](http://youtu.be/5Uh1KxcpWz0)

Diffusion of innovation

- [https://www.youtube.com/watch?v=kxVeLrEgtU](https://www.youtube.com/watch?v=kxVeLrEgtU)
- Moor model - crossing the chasm

[http://www.youtube.com/watch?v=Zwh8ThUqeC8](http://www.youtube.com/watch?v=Zwh8ThUqeC8)

Disruption Innovation

- [http://www.claytonchristensen.com/key-concepts/](http://www.claytonchristensen.com/key-concepts/)
- [https://www.youtube.com/watch?v=yUAtlQDllo8](https://www.youtube.com/watch?v=yUAtlQDllo8)
- [https://www.youtube.com/watch?v=qDrMAzCHFUU](https://www.youtube.com/watch?v=qDrMAzCHFUU)

Big-Bang Disruption

- [https://www.youtube.com/watch?v=ll-AEsI4GhU](https://www.youtube.com/watch?v=ll-AEsI4GhU)

The fourth industrial revolution

- [https://youtu.be/0Ez3PNEsOVY](https://youtu.be/0Ez3PNEsOVY)

Open Innovation

Blue Ocean

- https://www.youtube.com/watch?v=clp-IMpuwaQ
- https://www.youtube.com/watch?v=HJH0g-EPGDs&feature=player_embedded
- https://youtu.be/0k4o0scPC_Q

Business ecosystem:


Serendipity

- What is the term of the word Serendipity
  http://youtube.com/watch?v=HX0bRIBSq4w

Frugal innovation: