



Course program and reading list

Semester 2 Year 2022

School: Adelson School of Entrepreneurship B.A

Final Project for exchange students

Lecturer:

Prof. Dafna Schwartz dafna.schwartz@runi.ac.il

Teaching Assistant:

Mr. Uri Mestechkin mestechkin.uri@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
3044	Seminar	4	4

Course Requirements :	Group Code :	Language:
Final Paper	222304400	English



Course Description

The seminar is designed to introduce students to real innovation challenges that companies are facing in the current dynamic environment and to frame a project with guidelines for implementation. This will be formulated with reference to the characteristics of the company and its challenges, the competitive business environment in which the company operates, as well as trends in the field.

The seminar enables students to practice the knowledge and tools that they have acquired during their studies, and to expand their skill set so that they can lead innovative processes and projects in large companies as well as in startups, given the interaction between startups and large companies.

The innovation in the project refers to the innovation types: product, process, marketing,

organization/business model.

The seminar consists of a combination of class sessions and group/individual sessions.

There will be 4 class sessions and 3 individual sessions with the course lecturer for each team. It will also be possible, of course, to regularly consult with the course lecturer and/or teaching assistant (by advance coordination).

The class sessions include: one session at the start of the course during which background and instructions for the work will be given, 2 intermediate sessions and a concluding session.



Course Goals

- To introduce the student to innovation processes within companies and to the innovation challenges that companies are facing.
 - The seminar enables students to practice the knowledge and tools that they have acquired during their studies, and to expand their skill set so that they can lead innovative processes and projects in large companies as well as in startups.
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Grading

Individual assignment – 30% of final grade.

Team assignment – 70% of final grade.



Learning Outcomes

Individual assignment – 30% of final grade.

Summarize an empirical article dealing with tools and processes for promoting innovation in companies. Demonstrate how the main principle of the article connects to the company your group chose in the group assignment.

Team assignment – 70% of final grade.

Each team must select a company that promotes innovation (this does not have to be a high-tech company), and analyze its characteristics and the field in which it operates – current situation and trends in the field (based on professional reports and analysis).

Based on the trends in the field and the company analysis, including an interview/s with a senior manager in the company –identify a significant innovation project in the field of innovation that the company could promote, propose guidelines for implementation and evaluate its contribution to the company's competitiveness.

Groups will present their progress in class during the semester including a final presentation in the last frontal class.



Teaching Assistant

Uri Mestechkin - urimest@gmail.com



Reading List

Christensen, C., M., Raynor, E., M. and McDonald, R. (2015). "What Is Disruptive Innovation?" *Harvard Business Review*.

<https://hbr.org/2015/12/what-is-disruptive-innovation>

Christensen, Clayton M. interviewed by Karen Dillon (2020). "Disruption 2020: An Interview with Clayton M. Christensen." MIT SLOAN Management Review, Magazine Spring 2020 Issue Disruption 2020, Reprint #: 61316

<https://sloanreview.mit.edu/article/an-interview-with-clayton-m-christensen/>

Chesbrough Henry interviewed by Alison Beard (2020). "How to Capture All the Advantages of Open Innovation." *Harvard Business Review*, January 28, 2020.

<https://hbr.org/podcast/2020/01/how-to-capture-all-the-advantages-of-open-innovation>.

Downes, L. and Nunes, P. F. (2013). "Big-Bang Disruption. A New Kind of Innovator Can Wipe Out Incumbents in a Flash." *Harvard Business Review*. 1-12.

<https://hbr.org/2013/03/big-bang-disruption>