



Syllabus of Module

7. Methods and Techniques of Innovation Management

Lecturer: doc. Ing. Miroslav Špaček, Ph.D., MBA

Module Annotation

Demonstration of individual creative innovation management techniques with focus on Design thinking, Lean canvas, idea management, TRIZ, WOIS, synectics, Black-box, Delphi, morphological box, CNB method, brainstorming, (the 7Ps Framework, Affinity Map, Bodystorming, Card Sorting, Dot Voting, Empathy Map, Forced Ranking, Post-Up, Story board, WhoDo), agile management, Six Thinking Hats, NUF test, prototyping techniques.

Module Objective

The aim of the module is to familiarise students with individual creative techniques and approaches to innovation management and to teach them how to actively use them in innovation practice.

Literature

1. HARVARD BUSINESS REVIEW (Author) HBR's 10 Must Reads on Innovation (with featured article "The Discipline of Innovation," by Peter F. Drucker), Harvard Business Review Press Series: HBR's 10 Must Reads, 192 pages, 2013, ISBN 978-1422189856.
2. KEELEY, L. - WALTERS H. Ten Types of Innovation: The Discipline of Building Breakthroughs, Wiley; 1 edition, 276 pages, 2013. ISBN 978-1118504246.
3. KUMAR, V. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization, Wiley; 1 edition, 2012, 336 pages, ISBN 978-1118083468.
4. LIEDTKA, J. Designing for Growth: A Design Thinking Tool Kit for Managers. Columbia University Press, 248 pages 2011, ISBN 978-0231158381
5. NOVÁK, Adam. Inovace je rozhodnutí: kompletní návod, jak dělat inovace nejen v byznysu : 12 praktických nástrojů, 40 příkladů z praxe. Prague: Grada, 2017. ISBN 978-80-271-0333-1.
6. OSTERWALDER, A. Value Proposition Design: How to Create Products and Services Customers Want, Wiley; 1 edition, (Strategyzer), 2014, 320 pages, ISBN 978-1118968055.
7. SILVERSTEIN, D. -- SAMUEL, P. -- DECARLO, N. The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth. Hoboken: John Wiley, 2009. 978-0-470-34535-1.
8. SVOBODOVÁ, Ivana and Michal ANDERA. Od nápadu k podnikatelskému plánu: jak hledat a rozvíjet podnikatelské příležitosti. Prague: Grada, 2017. ISBN 978-80-271-0407-9.
9. TIDD, Joseph, J. R. BESSANT and Keith PAVITT. Řízení inovací: zavádění technologických, tržních a organizačních změn. Brno: Computer Press, c2007. Praxe manažera (Computer Press). ISBN 978-80-251-1466-7.
10. VIANNA, M., VIANNA, Y. Design Thinking: Business Innovation, 1st electronic edition: 2012. ISBN 978-85-65424-01-1.