

## CIGN Module Descriptor

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**Title of Module:** Innovation Management and Entrepreneurship

**Module ID:**

**Credits** (national system): **ECTS:** 4

**Responsible Institution:** Artevelde University College

**Module Coordinator:** Christel De Maeyer

**Module Type:** theory based course

**Language:** *English*

**Prerequisites:**  
Entrepreneurship I

### Summary of Module:

We look at different ways of innovation:

Macro level, the different innovation cycles and the technological revolutions based on Carlotta Perez research. How bubbles start and explode and why.

Meso level, how innovation starts on a meso level, the relevance of startups and micro business in an innovation process. Why open innovation and co-creation. How research labs play a role in innovation processes. What is the new economy and how new business models fit in.

Micro level, how do users go about innovation. What is the adoption process, and what is the societal impact of innovation.

Design processes include behavior models and Human Centered Design methodology to come to a product or service that has a need in society.

Business Model Canvas and Business Modelling is part of this course.

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### Learning Outcomes:

The student gets insight in how innovation starts and its different cycles on a macro level. The impact on an economic level.  
The student gets insight on micro level, how users go about innovations. The adoption process of innovation.  
What is open innovation and how can co-creation play a role in this.  
How can we think about new business models, a new economy in a broad sense.  
Students try to come up with an innovative idea, and work this out in small groups, with intense guiding on the innovation part but also on a business level.  
We pitch these projects before a jury.

### Learning Objectives:

Theoretical Principles	40%
Analyses	10%
Conception	10%
Realization	40%

### Specialist Skills:

- Level 1: recognize & reproduce
- Level 2: comprehend & apply
- Level 3: compare & evaluate
- Level 4: connect, deepen & develop

**Module Delivery Method(s):** blended learning  
iBook application available in the iBook store

### Learning & Teaching Activities:

We connect theoretical models to practical application over a course of 12 weeks. The course has a lecture based part and practical hands on part where human coaching is provided.

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### Learning Material:

The linear course

Interactive book where students can test themselves and prepare.

### Indicative Resources / Obligatory Readings:

The course has an extensive literature list that covers 20 years of research in the domain of innovation and digital awareness. In addition students get HCD methodology/workshop course as well.

De Maeyer, C. (2013). *Sleeping with Technology, Designing for Personal Health*.

Fogg, B. &. (2010). *Behavior Wizard: A Method for Matching Target Behaviors with Solutions*. Stanford University.

Fogg, B. &. (2007). *Mobile Persuasion*. Stanford Captology Media.

Fogg, B. (2008). *Mass Interpersonal Persuasion: An Early View of a New Phenomenon*. Stanford University, Persuasive Technology Lab, Palo Alto.

Fogg, B. (2003). *Persuasive Technology, Using Computers to change what we think and do*. Morgan Kaufman Publishers.

Gibson, J. (1979). *The Ecological Approach to Visual Perception*. Psychology Press.

Keith Goffin, F. L. (2010). *Identifying Hidden Needs*. Palgrave Macmillan.

Lyon, D. (2007). *Surveillance Studies, An Overview*. Cambridge, UK: Polity Press.

McLuhan, M. (1964). *Understanding Media The Extension of man*. MIT press.

Nicholas, C. (2010). *The Shallows*. W.W. Norton & Company, New York & London.

Norman, D. (2010). *Living with complexity*. MIT Press.

Perez, C. (2002). *Technological Revolutions and Financial Capital*.

Rogers, E. (2003). *Diffusion on Innovation, 5th Edition*. Simon & Shuster.

Van den Eede, Y. (2012). *Amor Technologiae*. VUB Press, Brussels University Press.

Van Den Eende, Y. (2014). *Mens en Media*. Lannoo Campus.

### Feedback and Assessment Method(s):

During the weekly coaching sessions students get immediate feedback about their project they are working on. The success rate of these is 100 % due to this detailed follow up.

### Costs of Subscription: