

Óbuda University Keleti Faculty of Business and Management										
GVMIM1KTNC		Innovation methods and models								
Department:		Institute of Business Management 1084 Budapest, Tavaszmező u. 17.					ECTS:		3	
Training:		Full-time		Language		English		Semester: 2019/20/1		
Training programme:		Business Development MSc								
Responsible professor for course:		Dr. habil. Velencei Jolán		Professor:		Korányi László				
Preliminaries:		-								
Number of classes (week/semester)		Weekly	Lecture:	1	Practice:	1	Laboratory:	2	Consultation:	0
Obtaining the grade:		Written exam + presentation/pitching in front of the company experts								
Requirements for signature:		-								
Grade is made up of:		Activity in the team-work, the level of the closing report and the presentation. The members of the team will participate in the evaluation, written exam at the end of the course								
Goal of the subject:		Innovation is the basis of competitiveness in every country just as for most of the companies from startups to large corporations. This course will show you that innovation is not something mysterious, it is not only for geniuses if we know the tools and methods. In the first part of the course we will explore and play with some of these methods. In the second part we will test the acquired competences in real life situation to create innovative solutions for SMEs in teams. Ideally, we will have multidisciplinary teams with business, engineering and even design students. In our projects the representatives of the SMEs will also participate.								
Requirements during the semester:		Solving problems, writing report and presentation/pitching, written exam								
Week		Topics (lecture)								
1.		What is innovation? Definitions and their meaning.								
2.		Presenting the Systematic Inventive Thinking (SIT) method, case-games (1)								
3.		Presenting the Systematic Inventive Thinking (SIT) method, case-games (2)								
4.		Presenting the TRIZ method, case-games								
5.		Presenting the lean startup method, case-game (1)								
6.		Presenting the lean startup method, case-game (2)								
7.		Presentation and understanding of an SME problem in teams.								
8.		Problem solving lab (1)								
9.		Presenting and discussing the value propositions								
10.		Problem solving lab (2)								
11.		The good presentation - training								
12.		Presentation (pitching), evaluation								
13.		Written exam								
14.										
		Required literature								
1		Eric Ries (2011): Lean startup, HVG Kiadó, Budapest								
2		Vecsenyi János - Petheő Attila (2017): Vállalkozz okosan, HVG Kiadó, Budapest								
3		Drew Boyd (2013): Systematic Inventive Thinking, Psychology Today								
4										
		Recommended literature								
1		Jacob Goldenberg - Drew Boyd (2013): Inside the Box, Simon and Schuster								
2										
3										
4										
Quality assurance method:										
		Developed competencies								