

Óbuda University Keleti Faculty of Business and Management														
GVXVII1BMNE		Business Innovation												
Department:		Institute of Business Management 1084 Budapest, Tavaszmező u. 17.					ECTS:		4					
Training:		Full-time		Language:		English		Semester: 2019/20/1						
Training programme:		Business Development MSc												
Responsible professor for course:		Dr. habil. Velencei Jolán		Professor:		Dr. habil. Velencei Jolán								
Preliminaries:		-												
Number of classes (week/semester)		Weekly	Lecture:		2	Practice:		0	Laboratory:		2	Consultation:		0
Obtaining the grade:		oral exam												
Requirements for signature:		-												
Grade is made up of:		<p>The final grade of the subject will be determined by a combination of the quality of presentations (30%), reflexive essay (20%) and the closing oral exam (50%).</p> <p>41%-55%: 2 (sufficient) 56%-70%: 3 (average) 71%-85%: 4 (good) 86%-100%: 5 (excellent)</p>												
Goal of the subject:		<p>The course describes the business innovation concept, introduced by C. K. Prahalad and Clayton Christensen. Today's top companies are succeeding mainly by making innovation as a habit. The next practices of innovation must shift the focus from products and services into experience environments – supported by a network of companies and consumer communities – to co-create unique value for individual customers. Because a customer's desired experiences cannot be determined a priori, experience environments must actively involve consumers, as individuals and as communities, to accommodate a range of possible customer-company interactions and thereby a variety of potential co-creation experiences. This course introduces breakthrough concepts that can help to identify, capture and deliver great ideas and to successfully drive innovation throughout the organization. The main aim is to help the students to learn how to build an innovative milieu that sparks inspiration and collaboration as well as to develop their ability to think together.</p>												
Term-closing requirements:		<p>Preparing and presenting of two ten-minute presentations followed by group evaluation (2x15%) Writing a 1000 word reflexive essay on a freely chosen literature (20%)</p>												
Week		Topics (lecture)												
1.		Identifying the main topics												
2.		Innovator's Identity - Passionate (hubris, master)												
3.		Innovator's Identity - Mavericks (curiosity, extraordinary minds)												
4.		Innovator's Identity - Sense of Urgency (status quo, NoNos)												
5.		Rhythm of Change - Reform (systematic change, model)												
6.		Rhythm of Change - Rejuvenation (organic change, subsidiarity)												
7.		Rhythm of Change - Revolution (dramatic change, charism)												
8.		Pursuit of Perfection - Experience Innovation (tribes, experience space)												
9.		Pursuit of Perfection - Elegant Solution (non-finito, ingenuity)												
10.		Pursuit of Perfection - Design Thinking (knowledge funnel, unreliability)												
11.		Innovation Ecosystem - Milieu (incubator, crowdsourcing)												
12.		Innovation Ecosystem - Investors (maecenature, business angels)												
13.		Innovation Ecosystem - Idea Pitches (heureka, narratives)												
14.		Wrapping it up and taking it home - how to make a concept map?												

Week	Topics (practice)
1.	Discussing about learning materials and assessment
2.	Discussing about famous innovator's attitude (Steve Jobs, Elon Musk, etc.)
3.	Watching TED talks, group work
4.	Students' presentations about John P. Kotter's ideas
5.	Presenting and discussing business cases
6.	Presenting and discussing business cases
7.	Discussing about Henry Mintzberg's ideas
8.	Watching TED talks, group work
9.	Presenting and discussing business cases
10.	Discussing about C. K. Prahalad's ideas
11.	Presenting and discussing about domestic examples
12.	The trick of creating a business model canvas
13.	The trick of writing a pitch
14.	Contextualization of new concepts - students' presentations
	Required literature
1	Clayton M. Christensen (2016) The Clayton M. Christensen Reader. Harvard Business Review Press, 224 pages, ISBN 1633690997
2	Velencei Jolán: The Milieu of Passionate Innovators. online textbook in Moodle
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	Recommended literature
1	Clayton M. Christensen, Michael E. Raynor, Rory McDonald (2015) What Is Disruptive Innovation? Harvard Business Review, December, 2015. [https://hbr.org/2015/12/what-is-disruptive-innovation]
2	Quy Nguyen Huy, Henry Mintzberg (2003) The Rhythm of Change. MIT Sloan Management Review, July, 2003. [https://sloanreview.mit.edu/article/the-rhythm-of-change/]
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Quality assurance method:	
	Developed competencies