

Course		
Customer-Centric Innovation		
Lecturer	Duration	ECTS/Credit Points
Prof. Dr. Edwin Love	International Week	3 CP
Course Character	Semester	Course Language
Elective Course	Fall	English
Prerequisites		
Description of the Course		
<p>This course explores strategies for effective commercialization of customer-centric innovation. Course will focus on three frameworks for innovation management, and students will discuss and apply these frameworks through several business cases.</p>		
Course Components		
<p>Discussion is welcome as an important part of the learning process, and students are expected to actively participate in class.</p> <p>The evaluation (final grade) will be based on your participation in classroom discussions and one exam.</p> <p>Regular and informed classroom discussions will be used to evaluate your in-class performance.</p>		
Preparation For and Participation in Class		
<p>This is a reading intensive class. Here is a short video with some surprisingly useful tips on how to study: https://vimeo.com/169193980</p>		
Course Outline		
<ul style="list-style-type: none"> • Customer Orientation and Design Thinking • The Innovator's DNA • Disruptive Innovation • Chasm Marketing • Pitch and Pivot • Blue Ocean Strategy • Integrated Innovative Thinking 		

References

Required: Review the summary of Blue Ocean Strategy found through the following links:

- <https://www.blueoceanstrategy.com/what-are-red-blue-oceans/>
- <https://www.blueoceanstrategy.com/why-shift-red-blue-oceans/>
- <https://www.blueoceanstrategy.com/how-to-shift-red-blue-oceans/>
- <https://www.blueoceanstrategy.com/tools/>

Recommended: Geoffrey Moore, Crossing the Chasm

Recommended: W. Chan Kim and Renée Mauborgne, Blue Ocean Strategy

Recommended: Clayton Christensen, The Innovator's Dilemma, The Innovator's Solution

Recommended: Joshua Gans, The Disruption Dilemma

Recommended: Jeff Dyer, Hal Gregersen and Clayton M. Christensen, The Innovator's DNA

Recommended: The Wall Street Journal, Harvard Business Review

Important Note:

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.