

## Syllabus – Elective Course

Course title:

**Corporate Culture, Human Resources, and Innovation**

Credits:

6 ECTS credits

Teaching language:

English

Target students:

Students in Business, Management, Economics, Finance, Human Resources, Social Science, Entrepreneurship, and any student interested in learning more about innovation.

Teacher in charge of the course:

Bernd Gibson, Trainer and Consultant in Intercultural Communication, International HR and Management, IESEG School of Management

## COURSE PRESENTATION

Prerequisite:

Students undertaking this course should normally have successfully completed at least one semester at university, or have equivalent experience. They must have some ability to work as a group and be able to communicate easily in English at a standard university level. In other respects, the course is intended to serve a mix of profiles and learning backgrounds for a more diverse international learning experience.

Content:

This course will provide students with an overview of:

- Corporate Culture and its influence on an organisation's agility
- Classic and modern management concepts such as Scientific Management, Management by Objectives, Empowerment, or Holacracy
- 21st-century concepts of business and work such as the Experience Economy or Lean Start-Up
- The role of Human Resources as a strategic business partner: strategic functions of HR in an innovative organization
- Motivation theories with a self-discovery tool: extrinsic and intrinsic motivation, the importance of autonomy, purpose and mastery and belonging
- The Employee Experience and well-being at work
- How creativity works: Insights from neuroscience, psychology, and modern business
- Innovation theories and models: from early models to new trends
- Design Thinking and Doing

- Identifying and removing obstacles to innovation
- Communicating and selling innovation projects
- Attitudes to change: How to get everyone on board for an innovation project. Case studies and sample organizations: Apple and Nokia, 3M, Google, Valve, ...
- Field trip to a company in or around Lille
- Practical application of the concepts learned: The Change Project

#### Learning Outcomes:

At the end of the course, the students will be able to:

- Understand the processes, cultural factors, and HR tools that foster innovation
- Refer to new concepts such as the collaborative organization, the employee experience (EX) and intrapreneurship
- Develop new innovative techniques in their university career and foster innovation in their future professional life
- Identify their strengths and potential in the context of organizational behaviour, career planning, creativity, and innovation

#### **WORKLOAD**

*French contact hours = 60 minutes (in some countries/institutions, 1 contact hour = 45-50 minutes)*

Form	Number of hours	Comments
Face-to-face, In-class	<b>39 hours</b>	13 sessions of 3 hours
Out-site training, fieldtrip	Incl above	
Approximate personal work/Homework	15 hours	
Student total workload	54 hours	

#### **EDUCATIONAL METHODS**

Presentations, case studies, sharing of experiences, group work, debates

#### **RESOURCES**

All course materials will be supplied in class. Reference may be made to the following resources:

- *The Collaborative Organization*, Jacob Morgan
- *Design Theory, Methods and Organization for Innovation*, Weil/Le Masson/Hatchuel
- *Drive*, Daniel Pink
- *Imagine: How Creativity Works*, Jonah Lehrer
- *Riding the Waves of Innovation*, Fons Trompenaars,
- Charles Hampden-Turner
- *21 Tomorrow's New Formula: Concept-Driven*
- *Innovation through Strategic HR*, Lynne Mealy
- *The Culture Code*, Daniel Coyle

## ASSESSMENT

Form	Number	Duration	Comments
<b>Continuous assessment</b> (20%)	yes	2 hours	Research and reading assignments + student presentations
<b>Final exam</b> (60%)	3	1 hour 20 minutes	Quiz (outside class hours)  Team assignment 'The Change Project', applying concepts from the course. For the final oral exam, the teams pitch their projects and defend them in a Q&A.
<b>Others (student participation...) 20%)</b>	yes	N/A	Participation and contribution to group discussion

*This syllabus is based on information available at the time of publication (January 2024). Changes may occur.*

*For updated information about course content, please contact us: [lilleprograms@univ-catholille.fr](mailto:lilleprograms@univ-catholille.fr)*