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

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:

- A brief history of management and organizational behavior: from scientific management to employee engagement and self-management
- 21st century concepts of work and organization: the Gig Economy, intrapreneurs, crowdsourcing, network structures, collaborative organizations, holacracy, mass customization, the Experience Economy with CX (customer experience) aligned with EX (employee experience)
• Motivation theories with a self-discovery tool: extrinsic and intrinsic motivation, the importance of autonomy, purpose and mastery
• The role of culture in an innovative organization: cultural orientations in national and corporate culture that can foster or impede innovation
• How creativity works: Insights from neuroscience and psychology
• 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
• The role of Human Resources as a strategic business partner: strategic functions of HR in an innovative organization
• 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 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)

<table>
<thead>
<tr>
<th>Form:</th>
<th>Number of hours</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Face-to-face, In-class</td>
<td><strong>39 hours</strong></td>
<td>13 sessions of 3 hours</td>
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<tr>
<td>Out-site training, fieldtrip</td>
<td></td>
<td>Incl above</td>
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<tr>
<td>Approximate personal work/Homework</td>
<td>15 hours</td>
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<tr>
<td>Student total workload</td>
<td>54 hours</td>
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EDUCATIONAL METHODS

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

RESOURCES

All course materials will be supplied in class. References 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

**ASSESSMENT**

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<tr>
<th>Form</th>
<th>Number</th>
<th>Duration</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Continuous assessment (20%)</td>
<td>yes</td>
<td>2 hours</td>
<td>Research and reading assignments + student presentations</td>
</tr>
<tr>
<td>Final exam (60%)</td>
<td>3</td>
<td>1 hour</td>
<td>Quiz (outside class hours)</td>
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<tr>
<td></td>
<td></td>
<td>20 minutes</td>
<td>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&amp;A.</td>
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<tr>
<td>Others (student participation...) (20%)</td>
<td>yes</td>
<td>N/A</td>
<td>Participation and contribution to group discussion</td>
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*This syllabus is based on information that was available at the time of publication (November 2018). Changes may occur. For updated information about course content, please contact us: esp@univ-catholille.fr*