

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

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)

Form:	Number of hours	Comments
Face-to-face, In-class	39 hours	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, 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

Form	Number	Duration	Comments
Continuous assessment (20%)	yes	2 hours	Research and reading assignments + student presentations
Final exam (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.
Others (student participation...) 20%)	yes	N/A	Participation and contribution to group discussion

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