

Syllabus – Elective Course

Course title:

Building a Culture of Innovation: How HR, Corporate Culture and Experience Design can foster 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, employee experience and corporate culture.

Teacher in charge of the course:

Bernd Gibson, Learning Experience Designer, Certified Experience Economy Expert, Trainer and Consultant in Intercultural Communication, International HR and Management, *IESEG School of Management*, NeuroHeart Education Coach and author of *The Immersive Theatre of Learning (2024)*.

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 insights on:

- The theory and practice of creativity and innovation: historical and contemporary examples and practical application (design sprints).
- International trends in innovation for a more sustainable world (Jugaad, Circular Economy, Cross-Pollination and Recombining). The Third Industrial Revolution (Rifkin) and its applications on the university campus itself.
- Attitudes to change and transformation and insights from psychology and neuroscience such as Mindset (Dweck), Flow (Csikszentmihalyi), and the conscious and subconscious mind.
- How creativity works: Thinking outside the box or looking in all its corners? How to work with constraints and turn challenges into opportunities.
- The Diversity of Thought: how to leverage innovation in diverse teams.
- The role of Human Resources, Corporate Culture, Leadership and Organizational Design to create exo-systems of innovation.
- The Experience Economy and the upcoming Transformation Economy.
- The Employee Experience and engagement at work.
- Inventing the Future: Future scenarios and the role of AI.



- Design Thinking and Doing.
- Using AI to innovate.
- Communicating and selling innovation projects.
- Innovation Safari with visits of sites in Lille.
- The Change Project (Design Sprint and Pitching to a professional audience)

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 collaborative organization, employee experience (EX), holacracy, the transformation economy 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, on-site learning	39 hours	13 sessions of 3 hours
Out-site training, fieldtrip	Included above	
Approximate personal work/homework	15 hours	
Student total workload	54 hours	

EDUCATIONAL METHODS

Immersive Learning Experiences: Concrete experience, observation and reflection, conceptualization and practical application.

RESOURCES

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

- Building a Culture of Innovation, Beswick et al.
- Imagine: How Creativity Works, Jonah Lehrer.
- The Culture Code, Daniel Coyle.
- Flow, Mihaly Csikszentmihalyi
- The Transformation Book, Joseph Pine
- Innovation through Strategic HR, Lynne Mealy.
- The Third Industrial Revolution, Jeremy Rifkin
- The Collaborative Organization, Jacob Morgan.
- Design Theory, Methods and Organization for Innovation, Weil/Le Masson/Hatchuel.
- Drive, Daniel Pink.

- Riding the Waves of Innovation, Fons Trompenaars & Charles Hampden-Turner.
- Imaginable, Jane McGonigal

ASSESSMENT

Form	Number	Hours	Comments
Continuous assessment (70%)	3	6	Design sprint and presentation of prototype in front of a panel.
		3	Innovation Safari with a critical analysis of sites and organisations in Lille
Other (student participation...) (30%)			Participation, engagement and contribution to group activities.

This syllabus is based on information available at the time of publication (October 2025). Changes may occur.

For updated information about course content, please contact us: lilleprograms@univ-catholille.fr