

The Hebrew University of Jerusalem

Syllabus

Generative Tools for Innovation and Entrepreneurship - 55708

Last update 21-09-2024

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 1st Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Sharon Arieli

Coordinator Email: sharon.arieli@mail.huji.ac.il

Coordinator Office Hours: Before/after class (by appointment)

Teaching Staff:

Dr. Sharon Arieli

Course/Module description:

In today's rapidly evolving business landscape, fostering innovation is no longer a choice—it's a necessity. This MBA course is designed to equip future leaders with the tools and strategies to cultivate a culture of innovation within their teams and organizations. Through a combination of theoretical frameworks and practical applications, you will explore how to encourage creative problem-solving, leverage emerging technologies, and implement processes that inspire continuous innovation. By the end of the course, you will have the skills to lead and manage innovation initiatives, driving sustainable growth and competitive advantage in dynamic markets.

Course/Module aims:

This course guides students through the theories and practices of innovation and creativity in organizations, highlighting the dynamics of change and the essential capabilities and processes for driving it. By critically examining and integrating prominent approaches and tools to fostering innovation, the course provides a comprehensive understanding of how to enhance creativity in organizational settings. Through a mix of lectures, case studies, exercises, and simulations, students will learn to spark business innovation, identify opportunities, and develop novel solutions. By the course's conclusion, students will have gained both theoretical knowledge and practical, hands-on experience.

Learning outcomes - On successful completion of this module, students should be able to:

By the course's conclusion, students will have gained both theoretical knowledge and practical, hands-on experience.

During the course, they will learn tools and approaches to enhance creativity.

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: The classes include lectures, case studies, exercises, and simulations, students will learn to spark business innovation, identify opportunities, and develop novel solutions.

Course/Module Content:

See the syllabus posted on Moodle

Required Reading:

See the syllabus posted on Moodle

Additional Reading Material:

See the syllabus posted on Moodle

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 35 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 45 %

Presentation / Poster Presentation / Lecture 20 %

Additional information:

The presentation is part of the final project and on the same topic.