

Teaching Open Innovation

Interactive session on knowledge sharing

June 2016, ISPIM, Porto, Portugal

OI-net The European Academic Network for Open Innovation

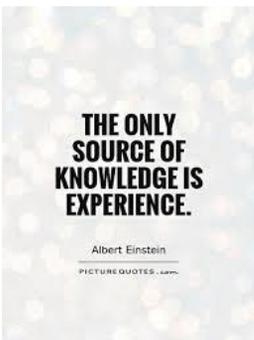


Session input

Albert Einstein once wisely put it “The only source of knowledge is experience”. One of the other wisdom echoes “Knowledge increases by sharing but not by saving”. In this session we share practical experience in teaching innovation.

Session output

We have invited speakers who will share their experience in training innovation for students and executives, in novel methods to use in class and for industry. We also look at designing new approaches for learning innovation as a new ISPIM project.



Session invited speakers

How can we teach innovation management to executives?

Benoit shares the experience from 15 year-old Louvain program To mention just a few, the list of companies whose executives attended the programme are from: Alcatel, Deutsche Bank, European Commission, Exxon, GSK, Goodyear, Hitachi, IBA, Levi's, MasterCard, McKinsey, Philips, Shell, Siemens...

Benoit Gailly,
Professor and Consultant in Innovation Management at Louvain School of Management, Belgium



How can we prepare engineers for innovative start-ups?

Engineering studies provide students with knowledge for the right solution. Mistakes are not allowed. Innovation is impossible without search, experimentation and learning from failure. Monika shares her experience on how prepare engineering students for start-up development...

Monika Petraité,
Research Director, Kaunas University of Technology, Lithuania



How can we assess a learning curve?

For years Eric teaches Product Development, New Service, Customer Relationship Management, Strategic Marketing, and Services Marketing. He shares his experience on how best to capture learners' capture and studies' progress.

Eric Stevens,
Associate Dean for Research, Prof Marketing, ESSCA, France



How can we R&D teaching and coaching innovation?

Irina shares about ISPIM project funded by EU on R&D of 8 training methods of innovation: storytelling, peripatetic learning, futures-based learning, entrepreneur laboratory, innovation theatre, design making, innovation games, project-based learning.

Irina Fiegenbaum,
ISPIM



This session will be delivered in an experimental format of a business lounge

Session organiser

Anna Trifilova,

Leader of ISPIM **Teaching & Coaching Innovation SIG**, OI-Net member

If you want to present at next SIG event, please contact anna@thefutureofinnovation.org



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