

RSM 2915
Innovation, Foresight and Business Design
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TARGET AUDIENCE

This course is of direct value to the student who has elected to major in Business Design, Consulting, Brand Management or Innovation and Entrepreneurship. This course is also of value to students interested in design strategy, marketing, new venture start-up, or innovation/product development and who wish to develop an ability to imagine new possibilities and create high quality forward views.

COURSE MISSION

This course aims to prepare the MBA candidate for the ambiguous challenge of creating and supporting a culture of innovativeness, within the framework of an innovation creating enterprise. In content, manner and style, this course has been designed to focus on developing the candidate's ability to inspire exploration, discovery and learning within teams, as well as increasing the value of their own imagination and creativity. Students will work with "pre-design" methods that will help them identify and validate ideas, and transform these ideas into pre-competitive products, services and systems by using techniques designed to identify significant strategic shifts at their early stages as well as tools to assess the potential of these strategic shifts in technology and behaviour as potential markets before they can be measured. Finally, this course will explore how foresight informs strategic decision-making and aligns the desires of people with the potential of technology, into new business models.

COURSE SCOPE

The primary goal of this course is for you to **expand your the decision-making data set by:**

- Enhancing your awareness of macro trends and global behaviour shifts, and discover the possibilities present at the intersection between latent needs and current technology.
- Building unique new perspectives
- Transform shifts in behaviour and technology into feasible, useful and desirable business model concepts for systems, communications, products and services.
- Develop and execute methodologies leading to innovation outcomes that combine emerging technology research and foresight methods.

Students will work in teams to evaluate global behaviour shifts, in the context of strategic innovation and define opportunities for new business models. The coursework is designed to: **a)** Help students to unlearn in order to see from new perspectives. **b)** Recognize and assign meaning to local and global patterns of emergence in behaviour. **c)** Translate these behaviour signals into future opportunities. **d)** Explore the experiential value of these opportunities **e)** Describe the support structures required to deliver on these experiences **f)** Design business models that translate these experiences, into social and corporate wealth.

REQUIRED RESOURCES

Course Package: The course uses a package of cases and readings.

CLARKE, ARTHUR C. Profiles of the Future: An Inquiry Into the Limits of the Possible. London: Orion Books Ltd., 1962. Publisher: Phoenix (an Imprint of The Orion Publishing Group Ltd); New Ed edition (December 14, 2000) ISBN-10: 0575402776 - ISBN-13: 978-0575402775

CZIKSZENTMIHALYI, M. Flow: The psychology of optimal experience. New York: Harper Perennial (1990)

HUME. D. 1888. A Treatise of Human Nature. Oxford, Clarendon Press. P.134

MANU, A. 2009. Disruptive Business. Desire, Innovation and the Re-design of Business. Gower Publishing. London. ISBN: 978-0-566-09240-4

MANU, A. 2007. The Imagination Challenge: Strategic Foresight and Innovation in the Global Economy . Berkley: New Riders.

MASLOW. A. H. 1943 "A Theory of Human Motivation". Originally Published in Psychological Review, 50, 370-396.

SENGE, PM, SCHARMER, CO, JAWORSKI, J & FLOWERS, BS. (2004) Presence: human purpose and the field of the future. Nicholas Brealey Publishing Ltd (June 2, 2005) . ISBN-10: 1857883551. ISBN-13: 978-1857883558

SMITH. ADAM. 1776. An Inquiry into the Nature and Causes of the Wealth of Nations. In public domain. (Gutenberg Project)

COURSE FORMAT

13 regular sessions