

SYLLABUS

Course Title – Innovation and Project Management

Course code –

ECTS credits –

Auditorium hours - 34

Prerequisites – English language, visual thinking

Professor/ Instructor – Ashot Davoyan

Instructors E-mail – ashot_davoyan@yahoo.com

Class website – www.asue.am

COURSE DESCRIPTION

Innovation & Project Management Course involved imagining, developing and testing new products based on lean start-up methodology developed by Steve Blank and Eric Ries. An important part of this course was to understand product development process as well as broader context of innovation. This course had a strong practical emphasis including case studies of world-leading innovators and innovation strategies. It also provided an understanding of basics of Project Management basics including functions of project management which are cost, time, quality, risk, scope, communications, human resources, procurement and integration across the project lifecycle.

COURSE OBJECTIVES

1. To generate ideas and adapt innovatively to changing environments.
2. To formulate and investigate problems, create solutions, innovate current practices
3. To select and use the appropriate level, style and means of communication
4. To provide an understanding of the link between theory and practice
5. To provide understanding of basics of Project Management

COURSE TOPICS/UNITS

The course will cover the following topics:

1. The Business Model Canvas as a Shared Visual Language
2. Visual Thinking and Ideation
3. Prototyping
4. Unbundling Business Models
5. Introduction to Value Proposition
6. Customer Insights
7. Storytelling
8. Evaluating Business Models
9. Google's Business Model
10. Procter & Gamble Business Model
11. Business Model Design Process
12. What is a Project?
13. Definition of Project Scope
14. Introduction to POS (Project Overview Statement)

15. Introduction to Project Management functions

TEXTBOOK(S) AND REFERENCES

1. Textbook (required): Business Model Generation by Alexander Osterwalder and Yves Pigneur, 2010
2. Textbook(required): The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, 2012
3. Introduction to PMBOK (Project Management Body of Knowledge)
4. Agile Project Management: A Quick Start Beginner's Guide to Mastering Agile Project Management, 3rd edition

GRADING PLAN

Coursework will be weighted as follows:

- a. Component 1 (class activity), weight (%) 10
- b. Component 2 (paper), weight 20
- c. Component 3 (interim exam), weight 0
- d. Component 4 (attendance), weight 10
- e. Component 5 (final exam), weight 60