



Ljubljana Summer School
"Take the Best from East & West"
 4 – 22 July 2022

Innovation, Markets, and Technological Development

Bachelor course (ECTS: 6)

14.00 – 16.30

SMITH Joseph Michael

Tecnológico de Monterrey (Campus Puebla), Mexico

Course objectives and learning outcomes:

Understand and analyze the impact of technological development on the dynamics of the markets and industries, especially in light of the Fourth Industrial Revolution.

Familiarize and increase your knowledge on the process of innovation and identify resulting opportunities in the market.

Comprehend the incredible role of design thinking in the value creation process.

Identify the elements of the business model necessary to take advantage of the opportunities in the market.

Develop a strategy of innovation that integrates technology, markets, and the industrial context.

Prerequisites for attending the course:

A basic understanding of business, international markets, and technology.

Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	LSS Welcome session (no lectures)
Tuesday, 5 July	Design Thinking
Wednesday, 6 July	The Art of Innovation
Thursday, 7 July	Frugal Innovation
Friday, 8 July	Corporate Social Responsibility
Monday, 9 July	NonProfits
Tuesday, 12 July	Gentrification
Wednesday, 13 July	Customers
Thursday, 14 July	Transportation
Monday, 18 July	Smart Cities
Tuesday, 19 July	Food and Water
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination / Project presentations
Friday, 22 July	Meeting hours with students & LSS Farewell session



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Teaching methods and tools/software used:

Storytelling; student research; flipped classrooms; interactive dialogue; debates; think-pair-share

Course materials/List of readings:

Course materials/List of readings: Student identified articles on the topics as well as a heavy reliance on TED Talks, including: *The Art of Innovation* (Guy Kawasaki); *Creative Problem Solving In The Face of Extreme Limits* (Navi Radjou); *The Way We Think About Charity Is Dead Wrong* (Dan Pallotta); *What If Gentrification Was About Healing?* (Liz Ogbu); *Why Buses Represent Democracy In Action* (Enrique Peñalosa).

Examination methods and evaluation criteria (weighted categories):

Daily Activities / Student Participation (75%); Project (25%) *

*Typically, I engage students to co-determine the weighting of activities, exams, and projects

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Short course leader(s) biography:

Following nearly three decades in Washington, DC as a lobbyist, individual contributor / senior manager in the telecommunications field in corporate America, and as a consultant to NASA in Enterprise Architecture (Strategic Planning), Joe found his true calling in higher education in Mexico City. For the last eight years, he has been a full time professor in the Department of Management and Leadership in the Business School at Tecnológico de Monterrey (TEC) in Mexico, teaching at TEC campuses in Mexico City (Santa Fe), the State of Mexico, and currently in Puebla. Joe brings a practical bent to accent the theoretical concepts presented in class.