

---

## Summer School

*Innovation Management and Creativity Techniques – From Megatrends to Business*

*Opportunities*

**Mtrend to BO 2015**

---

**27-31 October 2015,**

**Hotel “ALBO”, Bor (Serbia)**

---

**Short intro:** Innovations are of decisive importance for the economic development of regions and economies. It is a core competence of management students to be able to strategically and operationally design the innovation process. Important is the right balance of theory and practical application know-how.

By proactively designing these processes, the participants should develop the competence to apply creativity techniques for generating ideas, to evaluate these ideas, to plan the next steps for the development of a marketable product (including introduction / launching), as well as the intercultural communication and cooperation. Starting point for the innovation process should be information on actual megatrends.

Draft program:

### **1) Initializing innovation**

- Megatrends
- Generation of customer focused ideas, creativity techniques
- Evaluation of ideas
- Select of ideas / innovation portfolio / available methods and applications for selection of ideas based on decision tools
- Implementation of ideas
- Market introduction
- Controlling of Innovation
- Organizational integration of the innovation function in the company

### **2) Factors influencing the innovation process**

- Success factors and drivers of innovations
- Obstacles to Innovation
- Change Management
- Creativity and Innovation Culture / Corporate Culture of Innovation

## AGENDA:

### Tuesday, 27 October 2015

Up to 18:00 Arrival

18:00 – 20:00 Welcome dinner

After dinner: Mtrend to BO 2015 Summer School opening and introduction presentations

- Official speech – representative of the RESITA Network (*Prof. dr Michael Graef, Worms University and Prof. Makedonka Dimitrova UACS*)
- Official speech – representative of the Technical faculty in Bor (*Prof. dr Dragana Živković – The Dean, UB, TF Bor and Prof. Ivan Mihajlović*)
- Self-presentation of the participants (all students)
- Poster-presentation of the countries (each country to be presented by the students from that country – up to 10 minutes per country presentation, no template – for this students can be asked to prepare presentations before arrival)

### Wednesday 28 October 2015

07:30 – 09:00 Breakfast

09:00 – 10:00 Session 1. Introduction of the Summer School Agenda / Short introduction of the

students with the methodology to be used on this summer school (virtual entrepreneurs story, small group discussions, large group discussions, hands on activities concept and debriefing) – Ivan Mihajlovic

- Presenting the virtual entrepreneur story and introducing the students with the business challenges they will have to solve

10:00 – 13:00 Creativity techniques – Generating creative customer-focused ideas (Prof. Michael Graef and Prof. Makedonka Dimitrova supported by Ivan Mihajlovic and Djordje Nikolic)

- Free individual and group creativity exercises
- Brainstorming guidelines
- Introduction to Thinkertoys – right brain and left brain techniques
- Fish in a different pond / 5 Ws and 1 H technique / Combine / Slice and dice – vary the attributes / Intuitive techniques - incubation
- Traditional approaches (surveys, focus groups)
- Hidden needs analysis (repertory grid technique, empathic understanding of unarticulated user needs, conjoint analysis)
- Experiments in groups with creativity techniques (group work)
- Application of the creativity techniques in a virtual entrepreneurship case (group work)

13:00 – 14:30 Lunch / Networking time

14:30 – 19:00 Session 2. Creativity techniques – Generating creative customer-focused ideas

(continued) - (Prof. Michael Graef and Prof. Makedonka Dimitrova supported by Ivan Mihajlovic and Djordje Nikolic)

- Trendstorming session
- Identification of Megatrends / Development of Business Ideas out of Megatrends
- Turning an idea into an opportunity
- Experiments in groups with creativity techniques
- Application of the creativity techniques in a virtual entrepreneurship case (find potential solution for the Virtual Entrepreneurs challenge by finding adequate business idea in the ocean of available megatrends)

19:30 – 21:00 Dinner

## Thursday 29 October 2015

07:30 – 09:00 Breakfast

9:00-13:00 Session 3. Filtering good from bad business ideas – for start-ups (All professors)

- Running a feasibility analysis
- Group work / application of feasibility analysis
- Scalability of ideas
- Types of opportunities

13:00-14:30 Lunch / Networking time

14:30 – 17:30 Session 4 Why do companies have to develop and innovate? (Prof. Michael Graef and Prof. Makedonka Dimitrova supported by Ivan Mihajlovic and Djordje Nikolic)

- In which direction and how should companies develop? SWOT analysis – how to develop a business – connecting to innovation management
- Robin Hood Case study – need to change, need to develop, need to innovate – but are you ready?
- Development of TOWS-matrix in group work
- Development of the SWOT and TOWS for the virtual entrepreneurial company

17:30 – 19:00 Free time / Networking time/ Excursion

19:30 – 21:00 Dinner

## Friday 30 October 2015

07:30 – 09:00 Breakfast

09:00 -11:00 Session 5 Filtering good from bad business ideas – introduction to classical tools of innovation portfolio optimization for companies

- Development of an Innovation Portfolio
- Experimenting with financial and non-financial methods
- Decision making theory / application of analytical methods

11:00 – 13:00 Session 6 Introduction of decision making tools for selection of innovative ideas 7 connecting with development strategy. Hands on Activity (more time)

- Introducing decision making tools and applications that can be used for selection of different ideas – A'WOT - Quantified SWOT analysis and group decision making with the Analytic Hierarchy Process (AHP) method (dr Đorđe Nikolić and Prof. Ivan Mihajlović)
- Applying the decision making tools to Robin Hood/ Demonstrating how it all works by using the SWOT and TOWS of Robin Hood
- Group work – students using the adequate decision making software application on the virtual entrepreneur challenge (dr Đorđe Nikolić and dr Predrag Đorđević)
- Students presenting their results

13:00 -14:00 Lunch / Networking time

14:00 – 18:00 Excursion

20:00 – 22:00 Dinner

**Saturday 31 October 2015**

07:30 – 09:00. Breakfast

*Departure after breakfast*