



## CRÉATIVITÉ, ERGONOMIE, DESIGN, INNOVATION, COMPÉTITIVITÉ

### INNOVATIVE DESIGN AND CREATIVITY

Lecturers: José PENUÉLAS, Damien CONSTANT

| Lecturers : 14.0 | TC : 0.0 | PW : 0.0 | Autonomy : 0.0 | Study : 11.0 | Project : 0.0 | Language : FR

#### Objectives

Starting from the concept of values in the company, and the positioning of the company in the socio-economic context, the need for innovation in the company is explained; the positioning of Research and Development within the framework of an innovation strategy is underlined. The emphasis is on financing innovation. Innovation monetization and market approach strategies are built using marketing techniques, product positioning, pricing and value proposition development.

Students will be made aware of the process of creativity and put in a situation to become aware of the

**Keywords :** TRIZ, Design Thinking, C&K, innovation, marketing, strategy

#### Programme

Part 1 :

1. Strategic marketing
2. The need to innovate
3. Quantitative and financial analysis
4. R&D and innovation management
5. Build a business plan

Part 2 :

1. Different approaches to creativity. Problem solving method (TRIZ method):

#### Learning outcomes

- Modeling a problem within a technical system: Idealities, technical contradictions.
- Offer innovative solutions based on TRIZ principles.
- Analyze a design proposal.
- Establish a business plan based on a case study.

#### Independent study

**Objectifs :** Case study in innovation.

**Méthodes :** Work in groups of 3 students, oral restitution.

#### Core texts

Altshuller G., , *ET SOUDAIN APPARUT L'INVENTEUR : LES IDÉES DE TRIZ.*, Seredinski (Avraam), 2016

#### Assessment

Part 1:  
Restitution of the case study.