

# BUS363

## Innovation Management in Entrepreneurial Firms

Course Intro

---

# Instructor



*Assoc. Prof. Dr. Farid  
HUSEYNOV*



*Email: [fhuseynov@gtu.edu.tr](mailto:fhuseynov@gtu.edu.tr)*

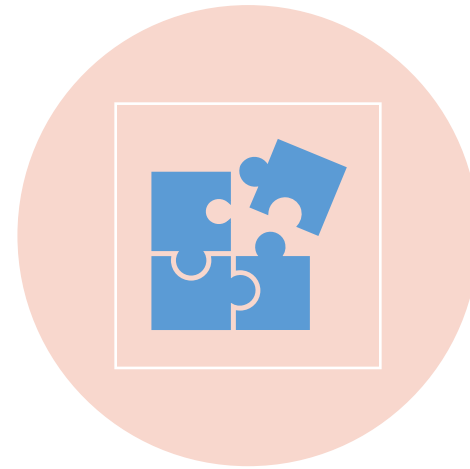


*Management Faculty Building,  
232*

# Scope of Course



**CREATIVITY**



**INNOVATION**

# What is Creativity?

---

- Creativity is **subjective** which making it hard to measure.
- Creativity is about **unleashing the potential** of the mind to create new ideas.



# What is Innovation?

---

- Innovation is the successful **utilization of new ideas**.
- *Process* of turning **ideas into reality** and capturing value from them.



# Putting ideas to work...

---

***“What is often lacking is not creativity in the idea-creating sense but innovation in the action-producing sense, i.e. putting ideas to work.”***

***(Theodore Levitt)***



# Course Content

## Innovation

- I. What is Innovation
- II. Sources of Innovation
- III. Diffusion of Innovation
- IV. Ten Types of Innovation
- V. Ten Faces of Innovation
- VI. Business Model Canvas

## Creativity

- VII. Vertical and Lateral Thinking
- VIII. Six Thinking Hats
- IX. Mind Mapping
- X. Brainwriting (365)
- XI. Reverse Brainstorming
- XII. Starbursting

# Grading Policy

---

Homeworks	10%
Presentation	25%
Midterm / Take Home	25%
Final	40 %
<b>Total</b>	<b>100 %</b>



# The Most Innovative Companies



Please, predict the most innovative companies for 2023



List as much as you can and list them on paper



Later, we will check your answers based on actual data

# The Most Innovative Companies (2022)

- <https://www.bcg.com/publications/2023/advantages-through-innovation-in-uncertain-times>

## The 50 Most Innovative Companies of 2023

Ranking

**1–10**

1 Apple 2 Tesla (+3) 3 Amazon 4 Alphabet 5 Microsoft (-3) 6 Moderna (+1) 7 Samsung (-1) 8 Huawei 9 BYD Company (+10) 10 Siemens (+10)

**11–20**

Pfizer (+7) J&J (+15) SpaceX Nvidia (+1) ExxonMobil Meta (-5) Nike (-5) IBM (-8) 3M (+18) Tata Group

**21–30**

Roche Oracle (-3) BioNTech Shell Schneider Electric P&G (+8) Nestlé (+22) General Electric (+1) Xiaomi (+2) Honeywell

**31–40**

Sony (-22) Sinopec Hitachi (+6) McDonald's Merck ByteDance Bosch (-11) Dell (-24) Glencore Stripe

**41–50**

Saudi Aramco Coca-Cola (-6) Mercedes-Benz Group<sup>1</sup> Alibaba (-22) Walmart (-32) PetroChina NTT Lenovo (-24) BMW Unilever

xxx - Return

xxx - New entrant

Sources: BCG Global Innovation Survey 2023; BCG analysis.

Note: +/- indicates change from 2022 MIC ranking.

<sup>1</sup>Mercedes-Benz Group was previously identified as Daimler.

# Company Presentation

- Students are expected to form 2-person groups.
- Each group will present innovations of selected companies
- It should be 10-minute presentation
- Presentations are expected to start at 6<sup>th</sup> week







# Creativity Level Test 4-minute

# Creativity Test



The Divergent Association Task measures verbal creativity in under 4 minutes.



It involves thinking of unrelated ideas.



People who are more creative tend to think of ideas with greater “distances” between them.



# Creativity Test

---

<https://www.datcreativity.com/>

