

TECHNOLOGICAL INNOVATION

IE University

Professor: **ALEXANDRE BUSSUTIL/PIERRE AUGER/GIANLUCA PUGLIESE**

Academic year: 20-21

Degree course: SECOND

Semester: 2^o

Category: BASIC

Number of credits: 4.0

Language: English

PREREQUISITES

An open mind, curiosity and an interest in technological innovation knowledge areas, especially in 3D printing, IoT and Cryptoeconomy.

SUBJECT DESCRIPTION

This course provides an important introduction to the development and the impact of technological advance on the performance of companies, individuals, and society. The content is divided into three main topics, 3D printing and scanning, the Internet of Things and cryptoeconomy.

OBJECTIVES AND SKILLS

- Develop a critical understanding about digitization challenges and opportunities: companies need to design business models and processes that improve customer services, supply chains, distribution channels, financial results, etc.
- Understand how companies are evolving in their digitization. strategy.
- Develop a critical mindset regarding society and technology.
- Address the challenges for society in managing the advancement of technology, at a high level and with case studies.
- Get insight on future technology trends and related uncertainty: The development of technology in the next 10 years will force everyone to adapt new methods and opportunities.
- Be able to design personal techniques and methods to raise awareness and build a personal understanding of these technological developments.

METHODOLOGY

This course will include lectures, an Intermediate group workshop, NCL discussions and readings, a Final Project (with Presentations) and a Final Exam.

The way this course is structured is as follows:

Synchronous sessions:

- Live Hybrid Sessions: Face to face (F2F) and Live Online Videoconference: Students and professor will connect remotely although students can attend physically the course in the class room .
- Video Conferences. One of these sessions will be 1 Online Coaching Sessions between students and professor (Hybrid) whereby they will access specific coaching from the professor on their group work and presentation they will have to deliver on Session 13/14.

The tool used in both cases will be Zoom. The Final Exam will also be carried out through this type of session.

Asynchronous sessions:

- Forum / Non class learning Sessions through Online Discussion Boards. The forum sessions will take place the day the session is scheduled, running 24 hours. As for Non-Class Learning Sessions, the student will be given a specific task to do (watch a video, read an article, work in groups...) and to be carried out in his/her own time.

EVALUATION CRITERIA

Criteria	Percentage
Class Participation	15 %
Participation and attendance	45 %
Final Exam	40 %

PROFESSOR BIO

Alexandre Bussutil: founder of B-SCALED, an independent advisor firm that helps startups and small and medium-sized enterprises to grow by providing business development and strategic consulting services. Previously, Alexandre worked more than 14 years for major industrial and energy corporations in Asia, Europe and Africa.

Pierre Auger: French citizen and multicultural, has lived in six countries is a senior business and entrepreneurial executive with extensive experience in both digital and content worlds, coupled to a very solid marketing background in leading FMCG.

Gianluca Pugliese: Italian Digital Manufacturing Expert, graduated in MIT FabAcademy in 2015 and professor of digital manufacturing in many universities in Italy and Spain.