Innovation

Innovation is not a new phenomenon. Some argue that innovation is part of the human tendency to constantly improve, and has always existed. Without this tendency the world in which we live would have looked significantly different (try to imagine life without airplanes, cars, communication, not to mention more ancient innovation such as: printing, the invention of the alphabet, the wheel, etc.). Despite the importance of innovation, its research received little scholarly attention in the past. The study of innovation and its impact on the economy and society as a whole developed significantly in the 1990s, and it is now apparent that we know much more (though not enough) about innovation processes, the factors that influence the emergence of innovation and its socio-economic impact.

The objective of this course is to understand the essence of innovation, its characteristics and its various types, while focusing on its application in the framework of the innovation ecosystem. The course will enable students to acquire basic concepts in the discourse of innovation, an understanding of how innovation is being formed and the main factors that influence its formation. Understanding the innovation ecosystem is essential for MBA students at the present time where the discourse of innovation is widespread and innovation is high on the agenda within any organization, be it private or public, local or global. Among other things, the course aims at providing practical tools to enhance innovation so that students will be able to implement in their work environment.

The course will relate to the situation in Israel, with comparisons with other countries in the world, and specifically with a state in Brazil.
**Course Goals**

- Sketch of the role of innovation and development in the field over the last decades, definitions and basic concepts.
- Innovation typology.
- Innovation as a growth engine.
- Process of innovation - central models.
- Mapping and analysis of the main factors in the national innovation environment:
  - Government
  - Academia
  - Industry
  - Culture
  - Funding
- The innovation ecosystem in Israel - macro level.
- The innovation ecosystem in Israel - micro level.
- Innovation indicators.

**Examination/Assessment Criteria**

- Participation: 90%
- Examination: 10% of the total grade of the course. The examination is written and includes:

**Bibliography**

6. השרטנה ממגזר העסקי, הלשכה המרכזית לסטטיסטיקה (2102)

**Selected Reading**

