

**“What for”- Elective Integration Course in Applied Management & Leadership**

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## **Innovation & Creativity in Business**

**Code: M3605**

*Releasing the creative power in yourself and your organization*

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### **Course objectives:**

BSL’s elective course in Innovation & Creativity in Business will provide you with practical tools that will enable you to build an agenda for innovation & creativity in your career and business. The course covers:

- Understanding current management practices and arising issues
- Getting in-touch with the real world
- Developing a planning approach that integrates grass-roots innovation with bold new challenges
- Identifying and promoting breakthrough ideas
- Implementing innovative ideas
- Building a culture that promotes creativity and overcomes resistance to new ideas
- Developing processes that challenge the status quo

### **Bryan Parker Professor**

Bryan Parker joined Business School Lausanne’s teaching faculty in 2003 and currently gives the MBA course, Innovation & Creativity in Business Today. Parker brings extensive marketing & corporate strategy experience to BSL, having last served as managing director for the International Gold Corporation/World Gold Council, the marketing arm of the world’s largest gold mines. Prior to that, Parker worked for Procter & Gamble in Geneva, where he was responsible for marketing operations for various brands in Europe, the Middle East, the Far East and Australia.

Parker holds a Bachelor of Business Administration from West London College of Technology, now part of Thames Valley University. With an active interest in start-ups, Parker is a business angel belonging to the Go Beyond Network which assists young companies with advice and finance. Parker has dual nationality, being a citizen of both the United Kingdom and Switzerland.

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### **Additional Information:**

**Course Module:** 26.5 hours in which there are 21.5 course hours and 5 hours of teamwork  
10 hours of pre-course work due 1 week prior to course start.  
20 hours of post-course work due 2 weeks after course completion.  
*This course includes a 6 hour individual reading requirement.*

**Dates:** See calendar

**Innovation & Creativity in Business is an elective integration course which may be taken at anytime after completing the foundation part the BSL MBA program. In order to complete the integration part, you need to successfully finish a total of 6 “What for” courses, including 3 electives.**

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### **Course Benefits**

Relevant to current business practices, BSL’s MBA level courses are designed to enable participants to apply new insights and business skills through teamwork and interactive learning in a multicultural environment.