



### MODULE LEADER

**Professor** Ray F. Iunius has a Doctor in Management and an MBA degree from the business school of the University of Lausanne (HEC - Hautes études commerciales). He had previously obtained a PhD in engineering and a BSc in technical sciences. His MBA degree encouraged him to focus more particularly on managerial science, and after a period as teacher and researcher at the University of Lausanne's HEC, he joined EHL in 1998. His latest achievement is the development and launching of the hospitality industry's first business incubator, INTEHL. Today, Dr Iunius continues his research and consulting activities and has extensive experience as a consultant for various organizations

### RECOMMENDED READINGS

- Anderson, D., Sweeney, D. & Williams, T. (2004), Quantitative Methods for Business, 9th Edition, Thomson South-Western, Florence, USA, ISBN 978-0-3241-8413-6
- Fitzsimmons, M. J. (2001), Service Management: Operations, Strategy, and Information Technology, 3rd Edition, McGraw-Hill, New York, ISBN 978-0-0728-2373-8

### MODULE DESCRIPTION

The module aims to provide the participants with the experience of the developing a concept, the key terms linked to innovation and creativity and the process of managing projects in hospitality. Project management is a carefully planned and organized effort to accomplish a specific one-time objective, for example, construct a hotel or implement a major new F&B system. Project management includes developing a project plan, which includes defining and confirming the project goals and objectives, identifying tasks and how goals will be achieved, quantifying the resources needed, and determining budgets and timelines for completion. It also includes managing the implementation of the project plan, along with operating regular 'controls' to ensure that there is accurate and objective information on 'performance' relative to the plan, and the mechanisms to implement recovery actions where necessary. In this module, we invite you to develop a project in three days working in teams and developing your creativity

### LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

#### Knowledge

- List the fundamentals of "design thinking", an increasingly popular approach for fostering creativity and developing innovative solutions in of everyday business
- Identify key elements of a project and their interaction: time, resources, finances, according to the customer's final objectives

#### Competencies

- Manage a project mission until completion
- Apply synthesis tools in order to come to relevant recommendations
- Practice brainstorming and creativity tools
- Create an action plan for personal and professional development

#### Mindset

- Apply critical analysis in leadership behavior
- Defend the best concepts and the right methods for implementation

### METHODOLOGY

Interactive lecture-discussions and hands-on exercises

### PARTICIPANTS

Managers and owners who wish to explore and evaluate new concepts, to understand and practice Innovation Management in their companies or to start up new ventures.