

5.0 credits	30.0 h
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Teacher(s) :	Gailly Benoît ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	The design and implementation of strategic innovation management processes within multinational firms.
Aims :	By the end of the class, students should master the main concepts underlying the development of innovation management as a core competitive advantage of a firm <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Content :	<p>Summary</p> <p>Strategic innovation</p> <p>Corporate innovation management processes</p> <p>Key success factors</p> <p>Case studies</p> <p>Methods</p> <p>In-class activities</p> <ul style="list-style-type: none"> - Lectures - Interactive seminar - Micro-teaching (partly presented by students) <p>At home activities</p> <ul style="list-style-type: none"> - Students presentation
Other infos :	<p>Prerequisites (ideally in terms of competencies)</p> <p>Master basic management concepts</p> <p>Evaluation : Class participation and group project, in French or English</p> <p>Support : Slides provided through icampus</p> <p>References : Provided during the class</p> <p>Internationalisation</p> <ul style="list-style-type: none"> - CEMS course - international content (does the course tackle international issues related to the course content ?) - international guests <p>Corporate features</p> <ul style="list-style-type: none"> - case study - corporate guest <p>Skills</p> <ul style="list-style-type: none"> - presentation skills - team work - problem solving - decision making - critical thinking <p>Techniques and tools for teaching and learning</p> <ul style="list-style-type: none"> - Internet work

<p>Cycle and year of study :</p>	<p>> Master [120] in Management > Master of arts in Business engineering</p>
<p>Faculty or entity in charge:</p>	<p>CLSM</p>