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| 5.0 credits | 30.0 h | 1q |
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| Teacher(s) : | Castiaux Annick ; |
| Language : | Anglais |
| Place of the course | Mons |
| Main themes : | -- Dynamics of innovation Technological dynamics, market dynamics and industrial dynamics. -- Innovation process Models and practices. Innovative people. Practical examples. -- Open innovations Innovating with users. Collaborate to innovate. Intellectual property issues. Practical examples. Innovation strategy and organisation. Lead or follow? Organisational structure of innovation. Sources of competitive advantage. |
| Aims : | On completion of this course, students will be able: -- to understand the importance of innovation, particularly technological, for the survival and growth of organisations; -- to understand the process of innovation management in all its complexity; -- to identify all the internal and external stakeholders involved in this process; to manage the innovation, both on a strategic and an operational level. <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> |
| Evaluation methods : | -- Written examination -- Group work |
| Teaching methods : | -- Lectures -- Contributions from practitioners -- Case studies |
| Bibliography : | -- TIDD, J. ' BESSANT, J. (2009), Managing Innovation: Integrating Technological, Market and Organizational Change, 4th ed., John Wiley & mp; Sons. -- CHRISTENSEN, C. (2011), The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business, Harper Paperbacks. von HIPPEL, E. (2006) Democratizing Innovation, MIT Press, Cambridge. |
| Cycle and year of study : | > Master [120] in Business Engineering |
| Faculty or entity in charge: | BLSM |