LLSMS2116

2015-2016

Innovation and Corporate Strategy (in English)

5.0 credits	30.0 h	1q

Teacher(s) :	Gailly Benoît ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	This class is accessbiel only to CEMS students
Main themes :	The design and implementation of strategic innovation management processes within multinational firms.
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2.Decide and act by incorporating ethical and humanistic values ,' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.2. Initiate, develop and implement ideas around a new product, service, process ' 4.3. ' collaborate and actively drive forward collective ac- tions for change' 5. Work effectively in an international and multicultural environment 5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 6. Teamwork and leadership 6.1. Work in a team... 7. Project management 7.2. Organize, manage and control the process, ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 9. Personal and professional development 9.1. Independent self-starter ' At the end of this course, the student will be able to: -- - 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- By the end of the class, students should master the key aspects of the case for strategic innovation for firms- By the end of the class, students should master the main concepts related to innovative strategies- By the end of the class, students should master the main concepts related to innovative and nimble organizations- By the end of the class, students should master the main concepts related to the internal and external sources of innovation for a firm *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".*
Evaluation methods :	Evaluation : Class participation and group project, in English
Teaching methods :	Methods In-class activities - Lectures - Interactive seminar - Micro-teaching (partly presented by students) At home activities - Students presentation
Content :	Summary Strategic innovation Corporate innovation management processes

	Key success factors Case studies
Bibliography :	: No TEXTBOOK. SLIDES compulsory and available on line . BOOK : Gailly, B. (2011) Developing Innovative Organizations, Palgrave-MacMillan not compulsory. READING FILE compulsory and available on line Supports available on line are on ICAMPUS.
Other infos :	Internationalisation - international content (does the course tackle international issues related to the course content ?) - international guests Corporate features - case study - corporate guest Skills - presentation skills - team work - problem solving - decision making - critical thinking Techniques and tools for teaching and learning - Internet work
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Management	GEST2M	5	-	