

5 credits

30.0 h

Q1

Teacher(s)	Sinigaglia Nadia ;
Language :	English
Place of the course	Mons
Main themes	This course sheds new light on the key concepts underlying corporate strategy in the special case of innovation-intensive competitive environments. After an introduction to the complex environments companies have to cope with in the knowledge society, this course covers the following topics: the basic principles of strategy, the industry dynamics and innovation, the elaboration of an innovation strategy and its implementation.
Aims	<p>1 At the end of this course, students should master the main concepts underlying the development of corporate strategy in innovation-intensive competitive environments.</p> <p>-----</p> <p><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></p>
Evaluation methods	<p>The students' assessment is based on:</p> <ul style="list-style-type: none"> - The <u>active participation</u> in class ' either at an individual level or in group ' since students are asked to actively interact during the class sessions (case studies, exercises, presentations, etc.). The active participation represents 60% of the final score. - Students will also be asked to complete <u>one group project</u>. The <u>oral exam</u> ' that will take place during the January's official examination session ' will be focused on the group project (and related material covered during the course linked with the project). The oral examination will be organized at the individual level. It will represent 40% of the final score.
Teaching methods	The course is organized in two to three-hour sessions, alternating between the presentation of theoretical concepts, case studies, teamwork, at home activities, readings, students presentation, and testimonials of professionals.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Business Engineering	INGM2M	5		