

Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q1
-----------	--------	----

Enseignants	Gailly Benoît ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	This class is accessbiel only to CEMS students
Thèmes abordés	The design and implementation of strategic innovation management processes within multinational firms.
Acquis d'apprentissage	<p><b>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</b></p> <ul style="list-style-type: none"> <li>• 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 ' </li> </ul> <p><b>At the end of this course, the student will be able to:</b></p> <ul style="list-style-type: none"> <li>• - 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</li> </ul> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>

Modes d'évaluation des acquis des étudiants	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p><b>Continuous evaluation (50%)</b></p> <ul style="list-style-type: none"> <li>• Date: <i>Week 2-5</i></li> <li>• Type of evaluation: <i>Group readings and presentations</i></li> <li>• Comments:</li> </ul> <p><b>Evaluation week (in November - 50%)</b></p> <ul style="list-style-type: none"> <li>• Oral: 3 students/hour</li> <li>• Written: -</li> <li>• Unavailability or comments: schedule managed by teacher</li> </ul> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: -</li> <li>• Written: -</li> <li>• Unavailability or comments:</li> </ul> <p>Students who fail the November exam can have a second chance in September (oral exam or written work if student is abroad)</p>
Méthodes d'enseignement	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p>Methods In-class activities - Lectures - Interactive seminar - Micro-teaching (partly presented by students) At home activities - Students presentation</p>
Contenu	<p>The objective of this class is to introduce the main concepts, models and issues of innovation-based strategy design and execution, in particular regarding global corporate strategies, competitive advantage and value creation. We also address some key strategic issues related to global business strategy and capabilities. Finally, we also introduce students to the challenges of consensus-based decision-making in uncertain and ambiguous environments</p> <p>1. <b>Designing</b> the right strategy                  The case for innovation-based strategies                  Innovation as a business                  Innovation as a strategic issue</p> <p>2. <b>Executing</b> the right strategy – <b>better</b> than others                  Innovation-based strategies                  Drivers of innovation strategies</p>
Ressources en ligne	<p>Navigating Innovation App on iOS and Android                  www.NavigatingInnovation.org                  www.Zinnovants.eu                  Class presentations available on Moodle</p>
Bibliographie	<p>Reference book : Navigating Innovation (Palgrave, 2018)</p> <p>Recommended reading :</p> <p>Tidd J., Bessant D. (2018) <u>Managing Innovation: Integrating Technological, Market and Organizational Change, 6th Edition</u>, Wiley</p> <ul style="list-style-type: none"> <li>•Berkun, S (2007) <u>The myths of innovation</u>, O'Reilly</li> <li>•Schilling M.A. (2006) <u>Strategic Management of Technological Innovation</u> (2d ed.) McGraw-Hill</li> <li>•Mazzucato, M. (2013) <u>The Entrepreneurial State</u>, Anthem Press</li> <li>•Robertson, D. (2014) <u>Brick by brick: How Lego rewrote the rules of innovation</u>, RH</li> </ul>
Autres infos	Skills : presentation skills - team work - problem solving - decision making - critical thinking
Faculté ou entité en charge:	CLSM