


In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q1
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Teacher(s)	Gailly Benoît ;
Language :	English
Place of the course	Louvain-la-Neuve
Aims	<p>Having regard to the LO of the programme, this activity contributes to the development and acquisition of the following LO:</p> <p>At the end of this course, the student will be able to:</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>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Continuous evaluation</p> <ul style="list-style-type: none"> • See LSMS 2042 <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: <i>No</i> • Written: <i>No</i> • Unavailability or comments: <i>No</i> <p>Examination session (January)</p> <ul style="list-style-type: none"> • Oral: <i>3 Students/hour</i> • Written: <i>No</i> • Unavailability or comments: <i>Teacher-run schedule</i> <p>Comments: Compulsory attendance for group workshops and corporate testimonials Students who fail the January exam can have a second chance in September (oral exam or written work if student is abroad)</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>The pedagogical methods used include lectures, case study and testimonials, pre-readings and student presentations</p>
Content	<p>The objective of this class is to introduce the main concepts, models and issues of innovation management and their implications, in particular regarding new ventures.</p> <p>We address in particular some key implications of innovation management regarding opportunity identification, assessment and implementation.</p> <p>1. Build a shared vision of innovation</p> <p>1.2. Innovation as a business: more than creativity</p> <p>1.3. Innovation as a process: beyond ideation</p> <p>1.4. Innovation typology</p> <p>2. Manage entrepreneurial ecosystems (out of scope – see LSMS 2043)</p> <p>3. Identify attractive innovation opportunities</p> <p>3.1. Identify the sources of innovations – beyond R&D</p> <p>3.2. Foster organizational learning – beyond ideation</p> <p>3.3. Harvest and protect organizational knowledge assets (<i>see also LSMS 2041 and LSMF2011</i>)</p> <p>3.4. Integrate external sources of knowledge</p> <p>4. Develop a balanced portfolio of business models</p> <p>4.1. Business model design – asking the right questions</p> <p>4.2. Designing competitive business models – why and what</p> <p>4.3. Mobilizing the right resources – who and how much</p>

	<p>4.4. Valuating innovative business models – quantifying the unquantifiable</p> <p>4.5. Building a consistent and balanced innovation portfolio</p> <p>5. Implementation: fail fast and win big</p> <p>5.1. Nimble execution: learn cheaply and adapt quickly</p> <p>5.2. Lean development - more brain, less storming</p> <p>5.3. <i>Smart money - funding innovation projects (out of scope – see LSMS 2043)</i></p>
Inline resources	<p>Navigating Innovation App on iOS and Android www.NavigatingInnovation.org www.Zinnovants.eu</p> <p>Class presentations available on Moodle</p>
Bibliography	<p>Reference book: Navigating Innovation (Palgrave, 2018)</p> <p>Recommended readings:</p> <ul style="list-style-type: none"> • Tidd J., Bessant D. (2018) <u>Managing Innovation: Integrating Technological, Market and Organizational Change, 6th Edition, Wiley</u> • Berkun, S (2007) <u>The myths of innovation</u>, O'Reilly • Schilling M.A. (2006) <u>Strategic Management of Technological Innovation</u>, McGraw-Hill • Robertson, D. (2014) <u>Brick by brick: How Lego rewrote the rules of innovation</u>, RH
Other infos	<p>This class is coupled with LSMS 2042 Developing Innovative Ventures</p>
Faculty or entity in charge	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] : Business Engineering	INGM2M	5		
Master [120] : Business Engineering	INGE2M	5		