

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

Teacher(s)	Sinigaglia Nadia ;
Language :	English
Place of the course	Mons
Main themes	<p>This course is organized in two parts. In a first part, the course focus on the following themes: generation of ideas methods, techniques of creativity for new products/services, new product/service development process, entrances strategies on the market, product design, testing of new concept, testing of new product, market tests, launch of a new product/service on a market, etc..</p> <p>The second part of this course is devoted to the completion of a project relative to one or several steps of the innovation management process (going from the generation of ideas to the launch of the product/service), in the field of B2B or B2C.</p>
Aims	<p>Given the "competencies referential" linked to the LSM <i>Master 120 in Sciences de Gestion et in Ingéniorat de Gestion</i>, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> • 2. Knowledge and reasoning • 3. Scientific and systematic approach • 4. Innovation and entrepreneurship • 6. Teamwork and leadership • 7. Project management • 8. Communication and interpersonal skills <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>On-going evaluation throughout the 6 weeks, with final hand-in, at the end of the 6-week period, of a final written report related to the group project completed by students (4 to 5 people per group). The oral presentation of the final report takes place during the last course session.</p> <p>The final grade obtained by the student is based on two elements:</p> <ul style="list-style-type: none"> - the ongoing evaluation of the process implemented to provide a solution to the marketing problem faced by the chosen company (50% of the final grade) - the final written report and the oral presentation in group, organized during the last course session, as well as the individual report completed by each student and related to the group project (50% of the final grade). <p>In case of registration to the second exam session, the student will be asked to complete a written add-on report, on the basis of the same marketing problem, and to defend it orally. The grade linked to the ongoing evaluation of the process (50% of the final grade) cannot be improved.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Lectures</p> <p>Theoretical session and case study (based on real data) animated by BASF (trainers – internal consultants, BASF headquarters - Germany). The students get a "BASF certificate" at the end of the class.</p> <p>Experts</p> <p>Case study coaching</p> <p>This course follows the 6-week system and implies student on-going work.</p>
Content	<p>This course is organized in two parts. In a first part, the course focuses on the following themes: generation of ideas methods, techniques of creativity for new products/services, new product/service development process, entry strategies on the market, product design, testing of new concepts, testing of new products, market tests, launch of a new product/service on a market, etc.</p> <p>A long-term partnership with the BASF company (worldwide leader in Chemistry) provides the opportunity to translate these topics at the light of an international company evolving in the B2B sector.</p>

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Inline resources	Student corner
Bibliography	TROTT P. (2016), Innovation Management and New Product Development, 6th ed., Pearson. ULRICH K., EPPINGER S.D. (2015), Product Design and Development, 6th Edition, McGraw Hill Education.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] : Business Engineering	INGE2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		