


En raison de la crise du COVID-19, les informations ci-dessous sont susceptibles d'être modifiées, notamment celles qui concernent le mode d'enseignement (en présentiel, en distanciel ou sous un format comodal ou hybride).

5 crédits	30.0 h	Q1
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Enseignants	Gailly Benoît ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	<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>
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</b></p> <ul style="list-style-type: none"> <li>• See LSMS 2042</li> </ul> <p><b>Evaluation week</b></p> <ul style="list-style-type: none"> <li>• Oral: <i>No</i></li> <li>• Written: <i>No</i></li> <li>• Unavailability or comments: <i>No</i></li> </ul> <p><b>Examination session (January)</b></p> <ul style="list-style-type: none"> <li>• Oral: <i>3 Students/hour</i></li> <li>• Written: <i>No</i></li> <li>• Unavailability or comments: <i>Teacher-run schedule</i></li> </ul> <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>
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>The pedagogical methods used include lectures, case study and testimonials, pre-readings and student presentations</p>
Contenu	<p>The objective of this class is to introduce the main conceptual frameworks, analytical tools and issues related to the <b>management of innovation</b> and its implications, in particular regarding new ventures.</p> <p>We also address some key implications of innovation management regarding opportunity identification, assessment and implementation.</p> <p>Finally, we also introduce students to the challenges of consensus-based decision-making in uncertain and ambiguous environments</p> <p>Class structure:</p> <p><b>1. Build a shared vision of innovation</b></p> <p>1.1. <i>Why it matters : innovation management capabilities (out of scope – see LSMS 2116)</i></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: more than new products</p> <p>1.5. <i>Innovation strategies: beyond new product development (out of scope – see LSMS 2116)</i></p> <p>1.6. <i>Drivers of innovation strategies: beyond hype (out of scope – see LSMS 2116)</i></p> <p><b>2. Manage entrepreneurial ecosystems</b> (out of scope – see LSMS 2043)</p> <p><b>3. Identify attractive innovation opportunities</b></p> <p>3.1. Identify the sources of innovations – beyond R&amp;D</p> <p>3.2. Foster organizational learning – beyond ideation</p> <p>3.3. <i>Harvest and protect organizational knowledge assets (out of scope – see LSMS 2041 and LSMF2011)</i></p> <p>3.4. Integrate external sources of knowledge</p> <p><b>4. Develop a balanced portfolio of business models</b></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><b>5. Implementation: fail fast and win big</b></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>
Ressources en ligne	<p>Navigating Innovation App on iOS and Android  <a href="http://www.NavigatingInnovation.org">www.NavigatingInnovation.org</a>  <a href="http://www.Zinnovants.eu">www.Zinnovants.eu</a></p>
Bibliographie	<p><b>Reference book:</b> Navigating Innovation (Palgrave, 2018)</p> <p><b>Recommended readings:</b></p> <ul style="list-style-type: none"> <li>• Tidd J., Bessant D. (2018) <u>Managing Innovation: Integrating Technological, Market and Organizational Change, 6th Edition, Wiley</u></li> <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>, McGraw-Hill</li> <li>• Robertson, D. (2014) <u>Brick by brick: How Lego rewrote the rules of innovation</u>, RH</li> </ul>
Autres infos	<p>This class is coupled with LSMS 2042 Developing Innovative Ventures</p>
Faculté ou entité en charge:	<p>CLSM</p>

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] : ingénieur de gestion	INGM2M	5		
Master [120] : ingénieur de gestion	INGE2M	5		