

5.00 crédits	30.0 h	Q1
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Enseignants	Coeurderoy Régis ;Vas Alain ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	Ideally in terms of competencies : Knowledge of the basin concepts of management.
Thèmes abordés	The design and implementation of innovation-based strategies
Acquis d'apprentissage	<p>A la fin de cette unité d'enseignement, l'étudiant est capable de :</p> <p>1 By the end of the class, students should master the main concepts underlying the development of corporate strategy in innovation-intensive competitive environments</p>
Modes d'évaluation des acquis des étudiants	<p>Continuous evaluation (40%)</p> <ul style="list-style-type: none"> • Students' case work by group (15%) • <i>BOSS simulation (continuous evaluation) (25%)</i> <p>Evaluation week (40%)</p> <ul style="list-style-type: none"> • Oral: <i>No</i> • Written: <i>final 2h final exam (40%)</i> • Note: each student must get a minimum grade of 7.5 out of 20 at the individual final exam to pass the course <p>Examination: second session</p> <ul style="list-style-type: none"> • If too few students are registered for the second session examination, the written exam will be replaced by an oral exam.
Méthodes d'enseignement	<p>In-class activities</p> <ul style="list-style-type: none"> • Lectures • Micro-teaching (partly presented by students) • Work on case-work <p>At home activities</p> <ul style="list-style-type: none"> • Readings to prepare the lecture • Work on case-work • Students presentation
Contenu	<ul style="list-style-type: none"> • The challenges related to the strategic management of innovation, from a corporate perspective in the context of the rising importance of the knowledge economy • Innovation and invention : definitions and typology • The core capabilities of the strategic management of innovations • The growing importance of multi-sided platform-based markets • The in depth design and implementation of a Blue Ocean innovation strategy based on an on line simulation (BOSS)* <p>* Please, note that the access of the on-line simulation implies the acquisition of a license for each student. Each student enrolled in the course must acquire the individual license at a cost of +/- 40 EUR (more details on the procedure at the introductory session of the course). Any student who cannot finance the acquisition of the license can make a request for financing to the LSM Dean office.</p>
Ressources en ligne	All interactions on teaching materials, references and processing of case works and presentations is managed on Moodle.
Bibliographie	<ul style="list-style-type: none"> • Reference list : distributed during the course. • Lecture slides : available on Moodle

Autres infos	Additional information on calendaring and group work methods will be provided during the course.
Faculté ou entité en charge:	CLSM

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