




5.00 crédits	30.0 h	Q1
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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>A la fin de cette unité d'enseignement, l'étudiant est capable de :</p> <p>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 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 ' <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • - 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
Modes d'évaluation des acquis des étudiants	<p>Continuous evaluation (50%)</p> <ul style="list-style-type: none"> • Date: <i>Week 2-6</i> • Type of evaluation: <i>Group readings and presentations</i> • Comments: <p>Evaluation week (in November - 50%)</p> <ul style="list-style-type: none"> • Oral: 3 students/hour • Written: - • Unavailability or comments: schedule managed by teacher <p>Examination session</p> <ul style="list-style-type: none"> • Oral: - • Written: - • Unavailability or comments: <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	In-class activities - Lectures - Interactive seminar - Micro-teaching (partly presented by students) At home activities - Students presentation
Contenu	<p>The objective of this class is to introduce some key conceptual frameworks, analytical tools and issues related to innovation-based global strategy design and execution, in particular regarding corporate strategies, competitive advantage and value creation as well as stakeholder analysis and ethics.</p> <p>We also address some key strategic issues related to global business strategy and capabilities.</p> <p>Finally, we also introduce students to the challenges of consensus-based decision-making in uncertain and ambiguous environments</p> <p>1. Designing the right global strategy The case for innovation-based global strategies Innovation as a business Innovation as a strategic choice</p> <p>2. Executing the right global strategy – better than others Innovation-based global strategies Drivers of global innovation strategies</p>
Ressources en ligne	<p>www.NavigatingInnovation.org www.Zinnovants.eu</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"> •Berkun, S (2007) <u>The myths of innovation</u>, O'Reilly •Schilling M.A. (2006) <u>Strategic Management of Technological Innovation</u> (2d ed.) McGraw-Hill •Mazzucato, M. (2013) <u>The Entrepreneurial State</u>, Anthem Press •Robertson, D. (2014) <u>Brick by brick: How Lego rewrote the rules of innovation</u>, RH
Autres infos	Skills : presentation skills - team work - problem solving - decision making - critical thinking
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] en sciences de gestion [Programme CEMS]	GEST2M	5		
Master [120] en sciences de gestion [Programme CEMS]	GESM2M	5		
Master [120] : ingénieur de gestion [Programme CEMS]	INGE2M	5		
Master [120] : ingénieur de gestion [Programme CEMS]	INGM2M	5		