

5.00 credits

30.0 h

Q1

Teacher(s)	Coeurderoy Régis ;Vas Alain ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	Ideally in terms of competencies : Knowledge of the basin concepts of management.
Main themes	The design and implementation of innovation-based strategies
Learning outcomes	<p>At the end of this learning unit, the student is able to :</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>
Evaluation methods	<p>Continuous evaluation (60%)</p> <ul style="list-style-type: none"> • Students' case work by group (30%) • BOSS simulation (continuous evaluation) (30%) <p>Evaluation week (40%)</p> <ul style="list-style-type: none"> • Oral: No • Written: final 2h final exam (40%) • 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.
Teaching methods	<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
Content	<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
Inline resources	All interactions on teaching materials, references and processing of case works and presentations is managed on Moodle.
Bibliography	<ul style="list-style-type: none"> • Reference list : distributed during the course. • Lecture slides : available on Moodle
Other infos	Additional information on calendaring and group work methods will be provided during the course.
Faculty or entity in charge	CLSM

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