


Teacher(s)	Gailly Benoît ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	This course is reserved for students with a bachelor's degree in business engineering or students with equivalent quantitative method skills.
Learning outcomes	
Evaluation methods	<p>Continuous evaluation</p> <ul style="list-style-type: none"> • See LSMS 2042 <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: <i>No</i> • Written: <i>No</i> • Unavailability or comments: <i>No</i> <p>Examination session (January)</p> <ul style="list-style-type: none"> • Oral: <i>3 Students/hour</i> • Written: <i>No</i> • Unavailability or comments: <i>Teacher-run schedule</i> <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>
Teaching methods	The pedagogical methods used include lectures, case study and testimonials, pre-readings and student presentations
Content	<p>The objective of this class is to introduce the main conceptual frameworks, analytical tools and issues related to the management of innovation 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>1. Build a shared vision of innovation</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>2. Manage entrepreneurial ecosystems (out of scope – see LSMS 2043)</p> <p>3. Identify attractive innovation opportunities</p> <p>3.1. Identify the sources of innovations – beyond R&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>4. Develop a balanced portfolio of business models</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>5. Implementation: fail fast and win big</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>
Inline resources	<p>www.NavigatingInnovation.org</p> <p>www.Zinnovants.eu</p>
Bibliography	<p>Reference book: Navigating Innovation (Palgrave, 2018)</p> <p>Recommended readings:</p> <ul style="list-style-type: none"> • Tidd J., Bessant D. (2018) <u>Managing Innovation: Integrating Technological, Market and Organizational Change, 6th Edition, Wiley</u> • Berkun, S (2007) <u>The myths of innovation</u>, O'Reilly • Schilling M.A. (2006) <u>Strategic Management of Technological Innovation</u>, McGraw-Hill • Robertson, D. (2014) <u>Brick by brick: How Lego rewrote the rules of innovation</u>, RH
Other infos	<p>This class is coupled with LSMS 2042 Developing Innovative Ventures</p>
Faculty or entity in charge	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] : Business Engineering	INGM2M	5		
Master [120] : Business Engineering	INGE2M	5		