




5.00 credits

30.0 h

Q1

Teacher(s)	Gailly Benoît ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	This class is accessible only to CEMS students
Main themes	The design and implementation of strategic innovation management processes within multinational firms.
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p><b>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</b></p> <ul style="list-style-type: none"> <li>• 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 systematic 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 actions 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 ' 1</li> </ul> <p><b>At the end of this course, the student will be able to:</b></p> <ul style="list-style-type: none"> <li>• - 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</li> </ul>
Evaluation methods	<p><b>Continuous evaluation (50%)</b></p> <ul style="list-style-type: none"> <li>• Date: <i>Week 2-6</i></li> <li>• Type of evaluation: <i>Group readings and presentations</i></li> <li>• Comments:</li> </ul> <p><b>Evaluation week (in November - 50%)</b></p> <ul style="list-style-type: none"> <li>• Oral: 3 students/hour</li> <li>• Written: -</li> <li>• Unavailability or comments: schedule managed by teacher</li> </ul> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: -</li> <li>• Written: -</li> <li>• Unavailability or comments:</li> </ul> <p>Students who fail the November exam can have a second chance in September (oral exam or written work if student is abroad)</p>

Teaching methods	In-class activities - Lectures - Interactive seminar - Micro-teaching (partly presented by students) At home activities - Students presentation
Content	<p>The objective of this class is to introduce some key conceptual frameworks, analytical tools and issues related to innovation-based <b>global strategy design and execution</b>, 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. <b>Designing</b> the right global strategy The case for innovation-based global strategies Innovation as a business Innovation as a strategic choice</p> <p>2. <b>Executing</b> the right global strategy – <b>better</b> than others Innovation-based global strategies Drivers of global innovation strategies</p>
Inline resources	<p>www.NavigatingInnovation.org www.Zinnovants.eu</p>
Bibliography	<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"> <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> (2d ed.) McGraw-Hill</li> <li>•Mazzucato, M. (2013) <u>The Entrepreneurial State</u>, Anthem Press</li> <li>•Robertson, D. (2014) <u>Brick by brick: How Lego rewrote the rules of innovation</u>, RH</li> </ul>
Other infos	Skills : presentation skills - team work - problem solving - decision making - critical thinking
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management [CEMS Programme]	GEST2M	5		
Master [120] in Management [CEMS Programme]	GESM2M	5		
Master [120] : Business Engineering [CEMS Programme]	INGE2M	5		
Master [120] : Business Engineering [CEMS Programme]	INGM2M	5		