


5.00 crédits	22.5 h + 7.5 h	Q1
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Enseignants	Paque Bernard ;Paque Bernard (supplée Vas Alain) ;Vas Alain ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Bibliographie	<ul style="list-style-type: none"> • Gailly B. (2018) Navigating Innovations, chap. 2, Palgrave. • Christensen, CM; Raynor, M; McDonald, R. What is disruptive innovation? <i>Harvard Business Review</i>. 93, 12, 44-53, Dec. 2015. • Linda A. Hill, Greg Brandeau, Emily Truelove, Kent Lineback, The Capabilities Your Organization Needs to Sustain Innovation, <i>Harvard Business Review</i>, Jan. 2015. • Michael Schrage, How Innovation Ecosystems Turn Outsiders into Collaborators, <i>Harvard Business Review</i>, Apr. 2014. • Kim W, Mauborgne R. Red Ocean Traps. <i>Harvard Business Review</i>. March 2015; 93(3):68-73. • Kim, W.C. and Mauborgne, R.A., 2014. Blue ocean strategy, expanded edition: How to create uncontested market space and make the competition irrelevant. <i>Harvard business review Press</i>. PART 1 & 2 (p.1 – 146). • http://www.startupwerkboek.nl/startupcenter/BlueOceanStrategy.pdf • Hagiu, Andrei, and Elizabeth J. Altman. "Finding the Platform in Your Product: Four Strategies That Can Reveal Hidden Value." <i>Harvard Business Review</i> 95, no. 4 (July–August 2017): 94–100. • Belleflamme P. and Neysen N. (2017), The Rise and Fall of Take Eat Easy or Why Markets are not Easy to Take in the Sharing Economy. <i>Digiworld Economic Journal</i>, 4th q., no. 108, pp. 59-76. • Curchod, C., Patriotta, G., Cohen, L., & Neysen, N. (2019). Working for an Algorithm: Power Asymmetries and Agency in Online Work Settings. <i>Administrative Science Quarterly</i> • Managing in a Post-Covid19 Era, ESCP Impact Papers, especially <ul style="list-style-type: none"> • Covid-19 and the scale-up of the platform revolution. R. Coeurderoy & U. Wiszniowska • A perspective on impact of covid-19 on European business: The risks of de-globalization and the promises of regionalization. R. Coeurderoy & X. Yang
Autres infos	Ce cours est enseigné en anglais. Merci de consulter la version anglaise du descriptif.
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		
Master [120] en sciences de gestion	GEST2M	5		