




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>At the end of this learning unit, the student is able to :</p> <p><i>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</i></p> <p><u>1. Corporate citizenship</u></p> <ul style="list-style-type: none"> • 1.1. Demonstrate independent reasoning, look critically • 1.2. Decide and act by incorporating ethical and humanistic values • 1.3. Decide and act responsibly <p><u>2. Knowledge and reasoning</u></p> <ul style="list-style-type: none"> • 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 <p><u>3.1. Conduct a clear, structured, analytical reasoning</u></p> <ul style="list-style-type: none"> • 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 <p><u>4. Innovation and entrepreneurship</u></p> <ul style="list-style-type: none"> • 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 <p><u>5. Work effectively in an international and multicultural environment</u></p> <ul style="list-style-type: none"> • 5.1. Understand the inner workings of an organization • 5.2. Position ... the functioning of an organization, in its ...socio-economic dimensions <p><u>6. Teamwork and leadership</u></p> <ul style="list-style-type: none"> • 6.1. Work in a team... <p><u>7. Project management</u></p> <ul style="list-style-type: none"> • 7.2. Organize, manage and control the process <p><u>8. Communication and interpersonal skills</u></p> <ul style="list-style-type: none"> • 8.1. Express a clear and structured message <p><u>9. Personal and professional development</u></p> <ul style="list-style-type: none"> • 9.1. Independent self-starter <p><i>At the end of this course, the student will be able to:</i></p> <ul style="list-style-type: none"> • - master the main concepts underlying the development of innovation management as a core competitive advantage of a firm • - master the key aspects of the case for strategic innovation for firms • - master the main concepts related to innovative strategies • - master the main concepts related to innovative and nimble organizations • - master the main concepts related to the internal and external sources of innovation for a firm

<p>Evaluation methods</p>	<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>
<p>Teaching methods</p>	<p>In-class activities - Lectures - Interactive seminar - Micro-teaching (partly presented by students) At home activities - Students presentation</p>
<p>Content</p>	<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>
<p>Inline resources</p>	<p>www.NavigatingInnovation.org www.Zinnovants.eu</p>
<p>Bibliography</p>	<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</u>. 6th Edition, 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
<p>Other infos</p>	<p>Skills : presentation skills - team work - problem solving - decision making - critical thinking</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

Programmes containing this learning unit (UE)				
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		