






5.00 credits

30.0 h

Q1

Teacher(s)	Sinigaglia Nadia ;
Language :	English
Place of the course	Mons
Prerequisites	/
Main themes	<p>This course is organized in two parts. In a first part, the course focuses on the following themes: generation of ideas methods, techniques of creativity for new products/services, new product/service development process, market entry strategies, product design, testing of new concept, testing of new product, market tests, launch of a new product/service on a market, etc..</p> <p>The second part of this course is devoted to the completion of a project related to one or several steps of the innovation management process (going from the generation of ideas to the launch of the product/service), in the field of B2B or B2C.</p>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>Given the "competencies referential" linked to the LSM Master 120 in Management and in Business Engineering, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> • 2. Knowledge and reasoning • 3. Scientific and systematic approach • 4. Innovation and entrepreneurship • 6. Teamwork and leadership • 7. Project management • 8. Communication and interpersonal skills
Evaluation methods	<p>On-going evaluation throughout the 6 weeks, with final hand-in, at the end of the 6-week period, of a final written report related to the group project completed by students (4 to 5 people per group). The oral presentation of the final report takes place during the last course session.</p> <p>The final grade obtained by the student is based on two elements:</p> <ul style="list-style-type: none"> - the ongoing evaluation of the process implemented to provide a solution to the marketing problem faced by the chosen company (50% of the final grade) - the final written report and the oral presentation in group, organized during the last course session (40% of the final grade), as well as the individual report completed by each student and related to the group project (10% of the final grade). <p>In case a student does not attend BASF talks, s/he will be penalized in his/her grade.</p> <p>In case of registration to the second exam session, the student will be asked to complete a written add-on report, on the basis of the same marketing problem, and to defend it orally during the official exam session (which will represent 50% of the final grade). The grade linked to the ongoing evaluation of the process (50% of the final grade) remains unchanged for all exam sessions of the current academic year and can not be improved.</p>
Teaching methods	<p>Lectures</p> <p>Theoretical session and case study animated by managers from BASF (students' attendance is mandatory). The students get a "BASF certificate" at the end of the class.</p> <p>Case study coaching</p> <p>This course follows the 6-week system and implies student on-going work.</p>
Content	<p>This course is organized in two parts. In a first part, the course focuses on the following themes: generation of ideas methods, techniques of creativity for new products/services, new product/service development process, entry strategies on the market, product design, testing of new concepts, testing of new products, market tests, launch of a new product/service on a market, etc.</p> <p>A long-term partnership with the BASF company (worldwide leader in Chemistry) provides the opportunity to translate these topics at the light of an international company evolving in the B2B sector.</p> <p>The second part of this course is devoted to the completion of a project relative to one or several steps of the innovation management process (going from the generation of ideas to the launch of the product/service), in the field of B2B or B2C.</p>
Inline resources	Student corner

Bibliography	TROTT P. (2021), Innovation Management and New Product Development, 7th ed., Pearson. ULRICH K., EPPINGER S.D. and YANG M.C. (2020), Product Design and Development, 7th Edition, McGraw Hill Education.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GESM2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Business Management	GENT2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGM2M	5		