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|--------------|----------------|----|
| 5.00 crédits | 22.5 h + 7.5 h | Q1 |
|--------------|----------------|----|

|                              |   |
|------------------------------|---|
| Enseignants                  | Biga Diambeidou Mahamadou (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"> <li>• Gailly B. (2018) Navigating Innovations, chap. 2, Palgrave.</li> <li>• Christensen, CM; Raynor, M; McDonald, R. What is disruptive innovation? <i>Harvard Business Review</i>. 93, 12, 44-53, Dec. 2015.</li> <li>• Linda A. Hill, Greg Brandeau, Emily Truelove, Kent Lineback, The Capabilities Your Organization Needs to Sustain Innovation, <i>Harvard Business Review</i>, Jan. 2015.</li> <li>• Michael Schrage, How Innovation Ecosystems Turn Outsiders into Collaborators, <i>Harvard Business Review</i>, Apr. 2014.</li> <li>• Kim W, Mauborgne R. Red Ocean Traps. <i>Harvard Business Review</i>. March 2015; 93(3):68-73.</li> <li>• 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 &amp; 2 (p.1 – 146).</li> <li>• <a href="http://www.startupwerkboek.nl/startupcenter/BlueOceanStrategy.pdf">http://www.startupwerkboek.nl/startupcenter/BlueOceanStrategy.pdf</a></li> <li>• 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.</li> <li>• 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.</li> <li>• Curchod, C., Patriotta, G., Cohen, L., &amp; Neysen, N. (2019). Working for an Algorithm: Power Asymmetries and Agency in Online Work Settings. <i>Administrative Science Quarterly</i></li> <li>• Managing in a Post-Covid19 Era, ESCP Impact Papers, especially             <ul style="list-style-type: none"> <li>• Covid-19 and the scale-up of the platform revolution. R. Coeurderoy &amp; U. Wiszniowska</li> <li>• A perspective on impact of covid-19 on European business: The risks of de-globalization and the promises of regionalization. R. Coeurderoy &amp; X. Yang</li> </ul> </li> </ul> |
| Autres infos                 | Ce cours est enseigné en anglais. Merci de consulter la <a href="#">version anglaise</a> du descriptif.   |
| Faculté ou entité en charge: | CLSM  |

| <b>Programmes / formations proposant cette unité d'enseignement (UE)</b> |        |         |           |   |
|--|--------|---------|-----------|---|
| Intitulé du programme  | Sigle  | Crédits | Prérequis | Acquis d'apprentissage  |
| Master [120] : ingénieur de gestion                                      | INGE2M | 5       |           |  |
| Master [120] en sciences de gestion                                      | GEST2M | 5       |           |  |
| Master [120] en sciences de gestion (en alternance)                      | GESA2M | 5       |           |  |