

Faculty of Economic, Social and Political Sciences



IAG3090 "Filière" Strategy and innovation

[90h] 15 credits

Teacher(s): Paul Belleflamme, Benoît Gailly
Language: French
Level: Third cycle

Aims

At the end of the class, students should be able to

- Understand and manage the key characteristics of innovations and their implications for concrete business situations
- Master and apply the key concepts of innovation management, from an economic and business point of view

Main themes

Innovation management used to be confined to R&D departments or so-called high-tech firms ; it is now a key challenge for all businesses, small or big, and for socio-economic actors in general. From ICT to biotech, from nano-materials to sustainable development, innovations create opportunities and threats that cannot be ignored by tomorrow's decision makers.

In this context, the objective of this class is for students to learn how to identify, analyze and address decision making and management issues within public and private organizations facing technology innovations, including the strategic, organizational, and technical dimensions. The class will build on students competencies and experience in those fields and in other fields of management in order to develop, refine and apply them to the context of organizations facing innovation-intensive environments.

Content and teaching methods

The class will address four different themes, building upon the competencies developed by the school in those fields :

- The basic concepts and models of innovation (definition, typology, adoption issues, organizational and financial challenges, #)
- The identification and evaluation of innovation-based business opportunities (valuation, business planning, technology transfer, support and financing structures, etc#)
- Managing organization in innovation-intensive environments (market intelligence, knowledge management, innovation strategies, change management, IP management, #)
- Specific issues related to the key technology innovation fields (ICT, energy, new materials, etc#)

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Prerequisite : Basic concepts of strategy and finance

Other credits in programs

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| ECGE3DS/AC | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (audit et contrôle de gestion) | (15 credits) | Mandatory |
| ECGE3DS/IO | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations) | (15 credits) | Mandatory |
| IAG23M | Troisième année de Maîtrise en sciences de gestion (orientation "méthodes quantitatives de gestion") | (15 credits) | Mandatory |
| IAG23M/PM | Troisième année de maîtrise en sciences de gestion (Création d'entreprise) | (15 credits) | Mandatory |
| INGE23/G | Troisième Ingénieur de gestion (Générale) | (15 credits) | Mandatory |
| INGE23/PM | Troisième Ingénieur de gestion (Création d'entreprise) | (15 credits) | Mandatory |