

- Faculté des sciences économiques
- www.unine.ch/seco

R&D Management (5EN1033)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Bachelor en sciences économiques, orientation économie politique	Cours: 2 ph	Voir ci-dessous	3
Bachelor en sciences économiques, orientation management	Cours: 2 ph	Voir ci-dessous	3
Master of Arts en innovation, orientation Innovation et société	Cours: 2 ph	Voir ci-dessous	
Master of Law en innovation	Cours: 2 ph	Voir ci-dessous	
Master of Science en innovation, orientation Management de la R&D	Cours: 2 ph	Voir ci-dessous	3
Pilier principal B A - management	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante

Prof. Dr. Emmanuelle Reuter
Assistant Professor of Innovation Management
University of Neuchâtel
Office hours: By appointment
Email: emmanuelle.reuter@unine.ch

Objectifs

What are sources of innovation? What is research and development (R&D)? How is R&D effectively managed? How does R&D relate to new product or service development? How are new products and new services developed? These are the central questions that this course seeks to address. This course explores the conceptual foundations of R&D management, and its relationship to product/ service innovation. It further aims at equipping students with tools and with the practical skills that are necessary for managing R&D projects and driving product and service innovations. The course continuously supports theoretical insights with real-world examples. Students will lead their own real-life innovation project in a group work setting.

Upon completion of this course, students will have acquired knowledge and skills objectives. Students will be able to:

- identify different sources of innovation
- understand the foundations of R&D and related outcomes
- be able to use frameworks, concepts and tools for R&D management
- understand the linkages to product and service innovation
- be able to manage a design thinking process
- develop a novel product/ service

Contenu

The course is structured along the following themes:

- Nature of R&D and its management
- R&D and the development of new product and new services

Forme de l'évaluation

Students are expected to have familiarized with the mandatory readings prior to each class. Any omission of group or home work will be counted as a 0 in the final grade. Students are expected to follow the University of Neuchâtel's standards of conduct. Integrity, respect, academic honor and the highest standards of conduct are fundamental ideals to the university.

The final assessment will be based on active in-class participation (10%), group work (50%) and a final exam (40%).

* In-class participation: Students are expected to actively contribute to in-class discussion. The mandatory readings for each lecture, as well as feedback to group work offer a good basis for individual contribution.

* Group project: The group project involves assignments. The specific task details and company name will be introduced during the first session of the course.

* Final exam: The final exam has the potential to cover all topics and cases that have been presented and discussed in class, including the reading list. It takes place during the last day of the class by the end of the semester.

- Faculté des sciences économiques
- www.unine.ch/seco

R&D Management (5EN1033)

Neither documents nor connected devices are permitted during the exams.

In case of violation of these rules, the students are in situation of fraud and the unauthorized items will be removed. The exam could be deemed as failed.

Retake: A written exam (2 hours) in session.

Documentation

A list of relevant reading materials will be distributed prior to the beginning of the first class.