

- Faculté des sciences économiques
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### Strategic Management of Technology & Innovation (5ZZ2014)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Master in General Management</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Master of Science en innovation, orientation Management de la R&amp;D</b>	<b>Cours: 2 ph</b>	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  
Mail: emmanuelle.reuter@unine.ch

#### Objectifs

Manifold industries are facing technological disruptions - not least with the ever-growing application of digital technologies across domains. While new technologies may give rise to enormous opportunities for companies, they may also cause many players to fail. History has shown us that, when faced with technological disruptions, it may cause once successful players to fail. Instead, new entrants often seize the trend and may succeed. For instance, Netflix revolutionized the video rental business by offering on-demand video streaming services. In turn, established players, like Blockbuster, dramatically failed in the face of the growing digitalization. Also, Polaroid and Kodak failed in the face of a digitalizing photography industry. This course seeks to provide explanations for why this is the case and how companies may strategically adapt when faced with technological change. This course explores the conceptual foundations of technology evolution, and its management. It further aims at equipping students with tools and with the practical skills that are necessary for strategic adaptation in the face of technological disruption. Upon completion of this course, students will have acquired knowledge and skills objectives. Students will be able to:

- understand the foundations of technology evolution and strategic adaptation
- be able to use frameworks, concepts and tools for strategic adaptation
- be able to analyze companies'™ strategies
- give recommendations on companies'™ strategic adaptation

#### Contenu

The course is structured along the following themes:

- Technology evolution and disruptive innovation
- Barriers to innovation and how they may be overcome

#### 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 presentations (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 active feedback to the teams' presentations offer a good basis for individual contribution.
- Group work task: A group work task will take place during the course.

Grading for the group work task will be based on the following criteria:

1. Content: Depth and soundness of analyses; validity and innovativeness of proposed idea
2. Argumentation: Justification logic of proposed idea
3. Format: Quality of slides
4. Presentation: Presentation quality

- Final exam: The final exam has the potential to cover all topics and cases that have been presented and discussed in class, including the

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reading list.

The exam takes place during the last day of the class.

Re-take: A project (100%).

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.

#### **Documentation**

A reading list will be distributed prior to the start of the first class.