

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### 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 Arts en innovation, orientation Innovation et société</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Master of Law en innovation</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Master of Science en innovation</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](mailto:emmanuelle.reuter@unine.ch)

#### Contenu

The course is structured along the following themes:

- Technology evolution and disruptive innovation
- Managing innovation

#### 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 attend every session and 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: Each group will be asked to present their final project in-class and to present a case solution.
- 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.

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.

#### Pré-requis

Prior experience with strategy classes is an asset.

#### Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Illustrate the foundations of technology evolution and strategic adaptation
- Formulate recommendations on companies' strategic adaptation
- Explain the foundations of technology evolution and strategic adaptation

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### **Strategic Management of Technology & Innovation (5ZZ2014)**

- Apply frameworks, concepts and tools for strategic adaptation
- Analyse companies' strategies

#### **Compétences transférables**

- Develop hands-on, pro forma modelling skills using Excel
- Discuss complex issues and interactions
- Carry out critical and evidence-based analyses
- Apply knowledge to new situations
- Manage a project