

- Faculté des sciences économiques
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Global Innovation Management (5EN2033)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	Voir ci-dessous	6
Master in General Management	Cours: 4 ph	Voir ci-dessous	6
Master of Science en innovation	Cours: 4 ph	Voir ci-dessous	6

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

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Prof. Dr. Emmanuelle Reuter
Assistant Professor of Innovation Management
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University of Neuchâtel
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office hours: by appointment

Contenu

How do firms innovate? What are opportunities for innovation? How are they identified, selected and developed? What strategies can be used for successful innovation management? These are the central questions that this course seeks to address. This course aims at equipping students with the conceptual foundations of innovation management in global settings and with the practical skills that are necessary for opportunity identification, selection and development. The course continuously supports theoretical insights with real-world examples of both globally and of locally active firms. Students will lead their own real-life innovation project in a group work setting.

Forme de l'évaluation

The final assessment will be based on a group assignment (40%), individual participation (20%) and a final exam (40%).

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

Documentation

A reading list will be provided prior to the first class.

Forme de l'enseignement

This course relies on an "active learning" approach. While one major part of the course comprises theory input (through lectures, invited experts as guest speakers, and combined with multimedia tools, such as: video illustrations), another part of the course invites students to become active in the construction of their learning process. Students are invited to take an active role in creating their own experiences through solving real-life cases, interactive in-class discussion, and independent group work.

Objectifs d'apprentissage

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

- Apply principles of successful innovation management
- Generate recommendations for firms' innovation management
- Recommend a solution to a firm's innovation challenge in a real-life setting
- Apply tools for opportunity recognition, selection and development
- Define principles of successful innovation management
- Analyse firms' innovation management practices

Compétences transférables

- Communicate a strategic opportunity
- Review a firm's innovation strategy

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- Recommend a strategic opportunity