

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

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 2 ph	Voir ci-dessous	3
Master in General Management	Cours: 2 ph	Voir ci-dessous	3
Master of Arts en innovation, orientation Innovation et société	Cours: 2 ph	Voir ci-dessous	3
Master of Law en innovation	Cours: 2 ph	Voir ci-dessous	3
Master of Science en innovation	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 Printemps

Equipe enseignante

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

Contenu

The course is structured along the following themes:

- Technology evolution and disruptive innovation
- Managing innovation

Forme de l'évaluation

The evaluation will be based on active in-class participation (20%), a group assignment (40%) and an individual exam (40%).

- In-class participation: Students are expected to attend every session and actively contribute to in-class discussion. The mandatory readings for each class, as well as active feedback to peers offer a good basis for individual contribution.
- Group work task: Each group will be asked to write a research paper based on a research project and on the conceptual content of the class.
- Individual exam: The final exam has the potential to cover all topics and cases that have been presented and discussed in class, including the mandatory readings.

Re-take: Individual exam(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 :

- Formulate recommendations on companies' strategic adaptation
- Illustrate the foundations of technology evolution and strategic adaptation
- Explain the foundations of technology evolution and strategic adaptation
- Analyse companies' strategies
- Apply frameworks, concepts and tools for strategic adaptation
- Develop a scientific paper proposal

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Compétences transférables

- Manage a project
- Carry out critical and evidence-based analyses
- Apply knowledge to new situations
- Discuss complex issues