

- 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

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Contenu

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 skills that are necessary for strategic adaptation in the face of technological disruption.

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, the case discussions, 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.

In case of online exam session, the form of the exam will be 90 minutes written exam, during the exam session, but open book.

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 :

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- Develop a scientific paper proposal
- 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
- Formulate recommendations on companies' strategic adaptation

Compétences transférables

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