

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

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master in General Management</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Science en innovation</b>	<b>Cours: 4 ph</b>	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  
Institute of Management  
University of Neuchâtel  
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office hours: by appointment

#### Contenu

How do firms innovate? How are opportunities for innovation 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 applications of 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%).

- Group work: Each group will work on a case challenge. Group members will evaluate each other's' contributions. Additionally, each group will take over a session leadership on one of the cases.
- Individual participation: Each student is expected to contribute to in-class discussion, e.g. on cases and peer feedback. After each session students will be asked to submit the Key Learnings of the Day on Moodle. At the end of the course, individual contributions in the group work will be assessed.
- Final exam: The final 2-hour written exam, during the exam session, has the potential to cover all topics and cases that have been presented and discussed in class, including the mandatory readings. The exam is closed book.

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.

#### Modalités de rattrapage

2-hour written exam during the exam session.

Neither documents nor connected devices are permitted during the exam. In case of violation of these rules, the students are in a situation of fraud and the unauthorized will be removed. The exam could be deemed as failed.

#### Documentation

The course content follows the structure proposed in the book "Strategic Innovation Management" by Joe Tidd and John Bessant. The book is available in the University's library of economics and business (Bibliothèque des Sciences Économiques) for onsite consultation. The articles marked with a (\*) are mandatory readings prior to the class. The articles listed in the additional bibliography section, which are marked with a (\*\*), are complementary readings (e.g. you may find them helpful for further deepening the content, for instance, in the scope of a

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Master thesis or for preparing the session leadership). Please note that all readings are available on Moodle.

#### **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, etc.), 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
- Conceptualise a solution to a firm's innovation challenge in a real-life setting
- Analyse firms' innovation management practices and processes
- Recommend improvements for firms' innovation management practices and processes

#### **Compétences transférables**

- Conceptualise strategic innovation opportunities
- Review firms' innovation management process and practices
- Justify an appropriate action in a given situation
- Synthesise a case
- Work in teams