

# Innovation Management Gr. 1 (EM054ME4A1)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Innovation Management : 5 ECTS.</b> <ul style="list-style-type: none"><li>• BEM Bachelor in European Management</li><li>• PGE 2A - English track</li></ul>
Discipline	Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

## Coordinator

Ksenija DJURICIC

## Coordinator

Sophie MICHEL

## Lecturers

Instructor	Population	Email
Ksenija DJURICIC	Population	ksenija.djuricic@em-strasbourg.eu
Sophie MICHEL	Population	sophie.michel@em-strasbourg.eu

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

### "Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

### "Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

## Contribution of the course to the educational objectives of the programme

---

**How the course contributes to the programme :**

### Description

---

The management of innovation is one of the crucial and challenging aspects of modern organisations. By creating value, innovation is a fundamental factor of competitiveness. Innovation being undoubtedly uncertain and risky, it makes very often difficult for new innovative technologies to be translated into successful products and services. Given this, it is of high importance for students to understand the strategies, tools and techniques for managing innovation, which often requires a different set of management knowledge and skills from those used in everyday business administration.

This course aims to equip management students with an understanding of the main issues in innovation management. For this purpose, a number of methods and approaches based on real-world examples and experiences will be presented.

### Educational organisation

---

In class

#### **Lectures**

In groups

#### **Exercises**

#### **Projects**

#### **Case studies/texts**

#### **Oral presentations**

Interaction

#### **Discussions / debates**

#### **Accounts**

### Learning outcomes

---

**Upon completion of this course, students should be able to :**

- **Identify** different types of innovations
- **Describe** the innovation process
- **Demonstrate** a solid theoretical understanding of the innovation process and the associated management
- **Analyze** the internal conditions for successful innovations
- **Tell** how to nurture innovative capacity in the firm and how to build a creative organisation
- **Assess** a business model
- **Perform** a real-world project on social innovation

## Outline

---

Chapter 1: Fundamentals in Innovation Management

Chapter 2: Innovation Strategies

Chapter 3: Communities of Innovators

Chapter 4: Capturing Value from Innovation

Chapter 5: Diffusion of Innovation

Chapter 6: Introduction to Future Thinking

## Prerequisites

---

### Key concepts to understand :

none

### Knowledge of :

A good command of English is required.

## Teaching material

---

### Documents in all formats

- Syllabus
- Guide
- Case studies

### Software

- Office Pack (Word, Excel, PowerPoint, Access)

## Recommended reading

---

### Major works :

Chesbrough Henry William, Open Innovation: The New Imperative for Creating And Profiting from Technology, 2003

Tidd J., Bessant J., Managing Innovation: Integrating Technological, Market and Organizational Change, 2013

Pol E and Ville S (2009) Social Innovation: Buzz word or enduring term? The Journal of Socio-Economics 38: 878–885.

### Further reading :

Christensen Clayton M., The Innovator's dilemma, 1997

Dyer Jeff, Gregersen Hal, and Christensen Clayton M., The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators, 2011

Trott Paul, Innovation Management and New Product Development, 2008

Porter Michael E., Competitive advantage: creating and sustaining superior performance, 1985

### Research works by EM Strasbourg :

Djuricic, K & Bootz, JP, 2019. "Effectuation and foresight – An exploratory study of the implicit links between the two concepts," Technological Forecasting and Social Change, Elsevier, vol. 140(C), pages 115-128.

Defiebre-Muller R, Michel S and Villet C (2019) Individual interests and disinterestedness in MO dynamics: creating a food system with and against others. In: EGOS Subtheme #37: The Intricacies of Meta-Organizations, Edinburgh, July 2019.

Michel S (2019) Agriculture : « La construction d'une filière alternative, du champ à l'assiette, est en train de s'ébaucher ». Le Monde, 22 September. Available at:

<https://www.lemonde.fr/idees/article/2019/02/22/agriculture-la-construction-d-une-filiere-alternative-du-champ-a->

## Assessment

---

**Intermediate evaluation / continuous assessment 1 :**

written + oral / individual / English / weighting : 20%

additional information : Attendance and active participation in class

**This evaluation serves to measure LO1.2, LO1.3, LO4.2**

**Intermediate evaluation / continuous assessment 2 :**

written / individual / English / weighting : 40%

additional information : Quiz and case studies

**This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.2, LO2.3, LO4.2**

**Intermediate evaluation / continuous assessment 3 :**

written + oral / in group / English / weighting : 40%

additional information : Presentations and final group report

**This evaluation serves to measure LO2.2, LO2.3**

## Grounds for expulsion from classes

---

Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.