

# Intrapreneurship and Innovation (EM145M34)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Stratégie et changement : 13 ECTS.</b> <ul style="list-style-type: none"><li>• Entrepreneurship</li></ul>
Discipline	Management
Year	2019
Semester	B
Open for visitors	yes (3 ECTS)
Available places	45

## Coordinator

Jean-Yves MALPOTE

## Lecturers

Instructor	Population	Email
Jean-Yves MALPOTE	Population	

## Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 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

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How the course contributes to the programme :

## Description

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Interpreneurship & Innovation  
How to be Entrepreneur in a global organisation.  
How to develop a Strategic concept for the business.  
Centric consumer Innovation :  
Choiceful Strategy, Goals , Where to play ,  
How to win : Stage gate, Enabling Structure , Organisation  
Continuous Improvement in Innovation  
Long term Innovation

## Educational organisation

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In class

**Lectures**

**Presentations**

In groups

**Exercises**

**Case studies/texts**

**Oral presentations**

Interaction

**Role play**

**Discussions / debates**

Assignments

**Specific projects / case studies**

**Readings**

**Text study**

## Learning outcomes

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

- **Identify** original entrepreneurship situations
- **Define** Define entrepreneurial skills
- **Recognize** reasons behind examples of entrepreneurship all over the world.
- **Describe** continuous improvement in Innovation
- **Illustrate** a long term sustainable innovation
- **Analyze** A stage gate process
- **Formulate** an innovation strategy

## Outline

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As is the practice at Harvard and at an increasing number of universities, pedagogical methodology relies heavily on the analysis of case studies. These will encourage the practical application of the theoretical material presented during lectures. That which is internalised becomes knowledge, never forgotten. Questions from students will be encouraged, making this an inter-active learning experience.

## Prerequisites

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### Key concepts to understand :

Basic concepts in management and organization behavior

### Knowledge of :

Strategic management

## Teaching material

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### Documents in all formats

- Guide
- Newspaper articles
- Case studies

## Recommended reading

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### Major works :

Module Theme Readings

Afuah A. (2003), Innovation Management, Oxford University Press.

Freeman C. et Soete L. (1997), The economics of industrial innovation, 3ième éd.  
London, Pinter.

Schilling M. (2003), Strategic Management of Technological Innovation, McGraw-Hill.

Tidd J., Bessant J. et Pavitt K. (1997), Managing innovation: integrating technological market and organizational change, John Wiley and sons.

Teece D., (2000), Managing intellectual capital, Oxford University Press.

Chesbrough (2003), Open innovation: The new imperative for creating and profiting from technology, Harvard Business School Press, Boston.

Christensen C. M. (1997), The innovator's dilemma, Harvard business school press.

A.G Lafley , Ram Charan (2008), The Game Changer. How you can drive revenue and profit Growth with innovation.

Crown Business , New york

Corporate Entrepreneurship (2005), building an Entrepreneurial Organisation , Palgrave macmilan

John Kotter ( 2015) Conduire le changement , Pearson

Thomas Loilier & Alberic Tellier (2013), Gestion de l'innovation, Comprendre le processus d'innovation pour le piloter , éditions EMS

Philippe Silberzahn ( 2015) , Relevez le défi de l'innovation de rupture.Pearson

Claus Sehested & Henrik Sonnenberg ( 2011) Lean Innovation , A fast Path from knowledge to value . Springer

Gary Hammel (2000) , La revolution en Tête, Village mondial

Jim Collins (2001) , Good to Great , HarperCollins

**Further reading :**

**Research works by EM Strasbourg :**

Research project with Marie-Hélène Broihane (LARGE)

Research project with Gilles Lambert in entrepreneurship.

## Assessment

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**Intermediate evaluation / continuous assessment 1 : last session**

written / individual / English / weighting : 0%

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

**Final assessment : last session**

written + oral (10 min) / in group / English / weighting : 100%

## Grounds for expulsion from classes

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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.