

Course form to fill in (2021-2022)

Course title:

Innovation Management

Staff responsible for the course:

Pr Nada SOUDI

Lecturers:

First Name + Name
Pr Nada SOUDI

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

- Master the fundamentals of innovation, develop his creativity through highlighting the cases and the opportunities.
- Manage the innovation through the strategies of launching innovation, and new collaborative strategies in a world of open innovation.
- Know the new business models that transform the economical activity (Uberization/ Rb&B...).

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Marketing fundamentals
Strategic Management

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

Chapter1 : Introduction of innovation
Fundamentals & history
Innovation types
Innovation process
Innovation interest

Chapter 2 : Innovation Launching strategies
Blue Ocean vs Red Ocean Strategies
Innovation strategies
Scarcity strategies.

chapter 3: Open innovation strategies
 Co-creation
 Crowdsourcing
 Wikinomy

Chapter 4: New Business models :
 Uberization
 Freemium model
 Data Driven Model
 Cicular Models

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- Magistral Course	8	
- Interactive Course	4	
- Tutorials	4	
- Coaching		
- PBL Course		
<u>Training from a distance</u>		
- Video-conferences		
- Webinars		
<u>Self-learning</u>		
- Books 'readings		
- E-learning		
- Research		
<u>Outdoors-training</u>		
- In firms		
- Internship		
<u>Personal work</u>		
- Group Projects		
- Individual Projects		
- Personal work	20	
Total working time for the student	36	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses

- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

The assessment split will be:	
-	Participation and interactions in class 25%
-	Working on case studies by groups 25%
-	Writing evaluation to assess student learnings outcomes 50%

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			30
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			70
<u>Others</u>	Case study			
	Group Project			
	Individual Project			
	Written assignment			
	Exercises			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):
Mallard (2018), « Disruption - Intelligence artificielle, fin du salariat, humanité augmentée » Edition : Dunod Sandrine Fernez Walch et François Romon(2013), « Management de l'innovation » Edition : Vuibert Muriel Garcia, Nadège De Peganow (2012), « Innovation participative » Edition Scrineo. Scott D. Anthony (2012), « The little black book of innovation: How It Works, How to Do It » Edition: Harvard Business Review Press. Clayton M.Christensen (Reprint: 2011), "The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business", Edition: Harper Business.

C. Cuisinier, E. Vallet, B. Yannou et D. Attias (2011), « Un nouveau regard sur l'innovation », Livre blanc Logica Business Consulting & École centrale de Paris.

E. Le Nagard-Assayag et D. Manceau (2011), « Le marketing de l'innovation : de la création au lancement de nouveaux produits » Editeur : Dunod.

Henry Chesbrough (2011), « Open innovation: The new imperative for creating and profiting from technology ». Editions: Harvard Business Scholl Press.

Scott Burkin (2010), "The Myths of Innovation" Editeur: O'Reilly.

Class books :

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL