

**COURSE: Strategic Innovation Management**

**CODE: 2122\_ST\_4\_2\_007\_E**

<b>PROGRAMME: Global BBA</b>	<b>LEVEL: Undergraduate</b>
------------------------------	-----------------------------

<b>TYPE: Semester course</b>	<b>LANGUAGE: English</b>
<b>TERM: Spring</b>	<b>CAMPUS: Rouen-Reims</b>

<b>TEACHING HOURS: 30</b>	<b>CREDITS: 6</b>
---------------------------	-------------------

**PRESENTATION:**

This course aims to equip students with the knowledge and skills to understand, analyze, and evaluate issues regarding managing innovation. It views innovation as a process taking place at the organization level, from opportunities searching, projects selecting, implementing, to value capturing. Going beyond the boundary of organizations, the course also covers topics such as diffusion, collaboration network, innovation in emerging economies, and other frontier issues.

**PREREQUISITE:**

A good level of English is required to follow the course. A basic understanding of how organizations work is also recommended.

**LEARNING OUTCOMES:**

- Explain the concept of innovation and its impacts.
- Present key stages of the innovation process.
- Assess the process of new product development.
- Identify challenges related to resource allocation and organization.
- Explore possibilities of collaboration network.
- Compare different approaches to capture value.
- Acquire skills in accelerating diffusion.
- Formulate plans to bring disruptive technology to the mainstream market.
- Apply frameworks and tools to analyze business cases.
- Evaluate innovation activities taking place in an organization.
- Develop the ability to work in groups

**TEACHING METHODS:**

The course is delivered via a combination of different pedagogical approaches. A class session often includes interactive lectures, exercises/activities, group discussion, and student presentations. Students will have opportunities to engage in experiential learning through conducting fieldwork for the final project and playing simulation games. To enhance the learning experience, the course uses a variety of materials, including textbooks, business books, cases, and simulation games. Throughout the course, students are expected to hand in several home assignments. A high level of student engagement is requested for the course.

[Back to the top](#)