

COURSE: Innovation Management

CODE: 2122_ST_3_2_003_E

PROGRAMME: CESEM	LEVEL: Undergraduate
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TYPE: Semester course	LANGUAGE: English
TERM: Spring	CAMPUS: Reims

TEACHING HOURS: 30	CREDITS: 6
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PRESENTATION:

The primary objective of this Innovation Management (IM) course is to enable students to understand what innovation is, as well as its importance for the profitability, growth and survival of organizations. This course also gives an overview of the key principles of innovation management at different activity levels: project management, organizations and inter organizations. These principles will help students understand the factors that promote or prevent innovation. This course pays special attention to how to identify and solve problems by identifying new innovative solutions based on the fundamental principles of "Design Thinking". Thus, thanks to this Innovation Management (IM) course and the techniques and tools taught, students will be able to initiate, implement and manage innovation processes, transforming innovation activities into positive results for organizations.

PREREQUISITE:

LEARNING OUTCOMES:

- This course spans 10 sessions, guiding students through the key principles of innovation.

Understanding the definition of Creativity/ Invention/Innovation, Sources of Innovation

Understanding the types of innovation, Disruptive Innovation

Understanding Innovation Management in a VUCA world, Techno trends and related Innovations, Techno push & Market pull

Learning to use Design Thinking; Problem Formulation (Empathize with users), Creativity and Ideating, Prototyping MVP and Testing

Learning to develop an Innovation Strategy and manage your innovation portfolio

Understanding the Innovation Funnel & Stage-Gate Model

Understanding Open Innovation vs Closed innovation, Open innovation Mechanisms

Understanding Digital Platforms and Open Innovation

Understanding the Blue Ocean Strategy

Understanding Innovation in Emerging Markets and Frugal Innovation

Understanding Responsible Innovation

TEACHING METHODS:

Face to Face Lectures, Virtual Lectures, Management Simulation

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