

## Descriptif de module

Domaine HES-SO Economie et services

Filière Master of Science en Business Administration

### 1 Intitulé du module **Innovation Management** 2022-2023

<b>Code</b> E.MScBA.390.TC11.E.22	<b>Type de formation *</b> <input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Autres		
<b>Niveau</b> <input type="checkbox"/> module de base <input checked="" type="checkbox"/> module d'approfondissement <input type="checkbox"/> module avancé <input type="checkbox"/> module spécialisé	<b>Caractéristique</b> <input checked="" type="checkbox"/> En cas d'échec définitif à un module défini comme obligatoire pour acquérir le profil de formation correspondant, l'étudiant-e est exclu-e de la filière, voire du domaine si le règlement de filière le précise conformément à l'article 32 du Règlement sur la formation de base (bachelor et master) en HES-SO	<b>Type de module</b> <input checked="" type="checkbox"/> module principal <input type="checkbox"/> module lié au module principal <input type="checkbox"/> module facultatif ou complémentaire	<b>Organisation temporelle</b> <input type="checkbox"/> module sur 1 semestre <input type="checkbox"/> module sur 2 semestres <input type="checkbox"/> semestre de printemps <input checked="" type="checkbox"/> semestre d'automne <input type="checkbox"/> Autres

### 2 Organisation

<b>Crédits ECTS *</b> 5	<b>Langues(s)</b> <input type="checkbox"/> allemand <input checked="" type="checkbox"/> anglais <input type="checkbox"/> anglais - russe <input type="checkbox"/> français - allemand <input type="checkbox"/> français - anglais	<input type="checkbox"/> allemand - anglais <input type="checkbox"/> anglais - chinois <input type="checkbox"/> français <input type="checkbox"/> français - allemand - anglais
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### 3 Prérequis

- avoir validé le(s) module(s)
- avoir suivi le(s) module(s)
- Pas de prérequis
- Autre

#### Autres prérequis

### 4 Compétences visées / Objectifs généraux d'apprentissage \*

This course is designed to particularly suit the needs and expectations of students who intend to develop the necessary vocabulary and tools in order to grow into innovation management roles in technology-based enterprises or successfully launch and grow them.

On successful completion of this course, students should be able to:

- Understand the basic terminology of innovation management
- Know and be able to apply key tools and frameworks for assessing innovation challenges and solving them
- Be aware of behavioral innovation management pitfalls and how to avoid them when implementing innovation projects

### 5 Contenu et formes d'enseignement \*

This interactive course provides master students with critical insights and tools for addressing key innovation challenges, particularly in technology-driven companies. It offers an intensive, integrated learning experience by combining an innovative set of lectures with practical case studies taught by professors and visiting industry executives with experience in technology-driven start-ups and large firms in a variety of industries. This course is a highly interactive immersion into real-life challenges where established frameworks and contemporary models are used to develop leadership capabilities in technologically complex business environments.

The course provides an introduction to the following major innovation management themes:

- Sources of Innovation
- Types and Patterns of Innovations
- Defining an Innovation strategy
- Organizing for Innovation
- Managing new product development incl design thinking
- Organizational Identity and innovation culture

The core topic of this module is built on a palette of various teaching methods and learning activities. A mix of lectures, case seminars, workshops, literature and seminars will be used and the teaching is characterized by a strong emphasis on student activity and a focus on the student's learning process. The student is expected to actively participate both individually and in small groups in collecting and analyzing data, and in written and oral presentations.

### 6 Modalités d'évaluation et de validation \*

50% individual project  
50% group project

### 7 Modalités de remédiation \*

- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

#### Autres modalités de remédiation

### 7a Modalités de remédiation (en cas de répétition) \*

- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

### 8 Remarques

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9 **Bibliographie**

- Schilling M. (2017). Strategic Management of Technological Innovation. Fifth Edition. McGraw Hill.
- Osterwalder, A., Pigneur, Y. (2010): Business Model Generation, 2nd Edition, Amsterdam.
- Sigismund -Huff, A., Möslein, K. M., Reichwald, R. (2013): Leading Open Innovation, MIT Press, Boston MA.
- Shane, Scott A. 2009: Technology Strategy for Managers and Entrepreneurs, Prentice Hall
- Tidd J.; Bessant J. (2013): Managing Innovation: Integrating Technological, Market and Organizational Change, 5th Edition

10 **Enseignants**

**Nom du responsable de module \***

Philipp Bubenzer

**Descriptif validé le \***

18.07.2022

**Descriptif validé par \***

Camille Magron