

Module description

Field of study HES-SO Business, Management and Services
Degree course Master of Science in Business Administration

1 Title of module **Innovation Management** 2024-2025

Code E.MScBA.390.TC - 1.2.E.24	Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other
Level <input type="checkbox"/> Basic module <input checked="" type="checkbox"/> Further studies module <input type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO
	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module
	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

2 Organisation

ECTS Value 5	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English
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3 Prerequisites

- The following module(s) must have been validated
- The following module(s) must have been attended
- none
- other

Other prerequisites

4 Skills to be gained / general learning objectives

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 Teaching and content

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 Assessment and validation methods

50% individual project
50% group project

7 Reassessment requirements *

- reassessment possible
- no reassessment
- other (please specify below)

7a Reassessment requirements (if module is repeated) *

- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

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8 **Remarks**

9 **Bibliography**

- 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 **Teaching staff**

Name of head of module *
Philipp Bubenzler

Description validated on *
26.08.2024

Description validated by *
Camille Magron