

Innovation Management (F000892)

Course size (nominal values; actual values may depend on programme)

Credits 3.0 Study time 90 h Contact hrs 30.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 2)	English	group work	5.0 h
		seminar: coached	20.0 h
		exercises	
		lecture	5.0 h

Lecturers in academic year 2018-2019

Verleye, Katrien EB23 lecturer-in-charge

Offered in the following programmes in 2018-2019

	crdts	offering
Master of Science in Complementary Studies in Business Economics (main subject Business Economics)	3	A
Master of Science in Business Engineering (main subject Data Analytics)	3	A
Master of Science in Business Engineering (main subject Finance)	3	A
Master of Science in Communication Science (main subject New Media and Society)	3	A
Master of Science in Business Engineering (main subject Operations Management)	3	A
Master of Science in Chemistry	3	A
Master of Science in Industrial Engineering and Operations Research	3	A
Master of Science in Industrial Engineering and Operations Research	3	A
Exchange programme in Economics and Business Administration	3	A

Teaching languages

Dutch, English

Keywords

Innovation, management, technology

Position of the course

Innovation is for most companies in Europe the way to achieve enduring competitive advantage. However, this challenge can only be overcome if the company is able to manage the innovation process in an efficient and effective way. Following the growing importance of innovation at the national and international level, scholars from different disciplines such as management, economics, sociology, engineering, ... have tried to better understand the innovation process and get an insight in the determinants of innovation success. This interdisciplinary nature of innovation as a subject, makes it an exceptionally attractive albeit complex subject to teach and understand. This course tries to integrate these different views into one concept in which innovation is represented as a strategic process. The course deals with three different components : the industrial dynamics of innovation; the strategic choices which have to be made by organizations in this environment and the implementation of these choices.

Contents

- Innovation from a strategic perspective: sources of innovation; industrial dynamics of innovation; technological trajectories and paradigms; S-curves and dominant design; the strategic importance of timing of entry;

- Formulating innovation strategy: defining the organization's strategic direction; choosing innovation projects; collaboration strategies and protecting innovation;
- Implementing innovation strategy: organizing for innovation; managing the new product development process; managing new product development teams;
- crafting a deployment strategy.

Initial competences

No prior knowledge required.

Final competences

- 1 explain the concept of innovation and key innovation management concepts, models, and techniques in the innovation literature
- 2 analyze complex (inter)national business cases and practices by means of key innovation management concepts, models, and techniques
- 3 Discuss strategic choices concerning innovation and implementing these choices in a scientific and structured way.
- 4 Reflect critically on the effects of strategic choices concerning innovation and the implementation of these choices from an economic, social and ethical perspective.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, group work, lecture, seminar: coached exercises

Extra information on the teaching methods

Lectures with discussions of business cases and coached exercises. Coached exercises occur during classes, by which students work in the same group as for group work. The case discussions and coached exercises prepare students for the group work. Each group is also coached individually in separate sessions. The group work results in a written report.

Learning materials and price

Handbook : Melissa Schilling "Strategic Management of Technological Innovation", McGraw-Hill International Fourth Edition, 2013, Price: 35 EUR

References

- Melissa Schilling Strategic Management of Technological Innovation, McGraw-Hill International Fourth Edition, 2013
- Paul Trott Innovation Management and New Product Development. Prentice Hall FT Fifth Edition 2012
- Henry Chesbrough Open Services Innovation Jossey-Bass 2011

Course content-related study coaching

Handouts are available via Minerva (incl. references to recent academic research)

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions

Examination methods in case of periodic evaluation during the second examination period

Oral examination

Examination methods in case of permanent evaluation

Participation, assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Extra information on the examination methods

The permanent evaluation consists of an evaluation of the participation during case discussions and coached exercises and the group assignment based upon a written report and peer assessment.

The end-of-term evaluation consists of a written exam with open questions

Calculation of the examination mark

Permanent evaluation (25%), end-of-term evaluation (75%).

To pass a student needs to take part in all forms of evaluation - permanent and the

end-of-term evaluation.