

Intrapreneurship and Innovation Process

EM145M26

Program

PGE
PGE 3A - Entrepreneurship (ENT)

UE

Stratégie et changement

Semester

B

Discipline

Strategy

Contact hours

15 H

Number of spots

45

ECTS

3

Open to visitors

Yes

Language



Coordinator



Jean-Yves MALPOTE

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Jean-Yves MALPOTE	jymalpote@gmail.com	15 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will communicate ideas effectively, both orally and in writing, in a business context.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

Interpreneurship & Innovation

How to be Entrepreneur in a global organisation.
How to develop a Strategic concept for the business.
Centric consumer Innovation :
Choiceful Strategy, Goals , Where to play ,
How to win : Stage gate, Enabling Structure , Organisation
Continuous Improvement in Innovation
Long term Innovation

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** original entrepreneurship situations
 - - (level 1) **define** entrepreneurial skills
 - - (level 2) **Recognize** reasons behind examples of entrepreneurship all over the world.
 - - (level 2) **Describe** continuous improvement in Innovation
 - - (level 3) **Illustrate** a long term sustainable innovation
 - - (level 4) **Analyze** A stage gate process
 - - (level 5) **Formulate** an innovation strategy
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

As is the practice at Harvard and at an increasing number of universities, pedagogical methodology relies heavily on the analysis of case studies. These will encourage the practical application of the theoretical material presented during lectures. That which is internalised becomes knowledge, never forgotten. Questions from students will be encouraged, making this an inter-active learning experience.

No prerequisite has been provided

Knowledge in / Key concepts to master

Strategic management

Basic concepts in management and organization behavior

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material
Module Theme Readings

Afuah A. (2003), Innovation Management, Oxford University Press.
Freeman C. et Soete L. (1997), The economics of industrial innovation, 3ième éd.
London, Pinter.
Schilling M. (2003), Strategic Management of Technological Innovation, McGraw-Hill.
Tidd J., Bessant J. et Pavitt K. (1997), Managing innovation: integrating technological market and organizational change, John Wiley and sons.
Teece D., (2000), Managing intellectual capital, Oxford University Press.
Chesbrough (2003), Open innovation: The new imperative for creating and profiting from technology, Harvard Business School Press, Boston.
Christensen C. M. (1997), The innovator's dilemma, Harvard business school press.

A.G Lafley , Ram Charan (2008), The Game Changer. How you can drive revenue and profit Growth with innovation.
Crown Business , New york

Corporate Entrepreneurship (2005), building an Entrepreneurial Organisation , Palgrave macmilan

John Kotter (2015) Conduire le changement , Pearson

Thomas Loilier & Alberic Tellier (2013), Gestion de l'innovation, Comprendre le processus d'innovation pour le piloter , éditions EMS

Philippe Silberzahn (2015) , Relevez le défi de l'innovation de rupture.Pearson

Claus Sehested & Henrik Sonnenberg (2011) Lean Innovation , A fast Path from knowledge to value . Springer

Gary Hamel (2000) , La revolution en Tête, Village mondial

Jim Collins (2001) , Good to Great , HarperCollins

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered
Research project with Marie-Hélène Broihane (LARGE)
Research project with Gilles Lambert in entrepreneurship.

Assessment

List of assessment methods

Final evaluation Last class

Written and oral (20 Min.) / Group / English / Weight : 80 %

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L02.3, L04.1, L04.2