

# Management of innovation

**EM145M44**

## Program

**PGE**  
PGE 3A - Entrepreneurship (ENT)

## UE

Stratégie et changement

## Semester

B

## Discipline

Strategy

## Contact hours

15 H

## Number of spots

45

## ECTS

3

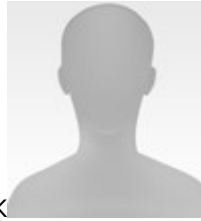
## Open to visitors

Yes

## Language



## Coordinator



Eric SCHENK

## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Eric SCHENK	<a href="mailto:eric.schenk@insa-strasbourg.fr">eric.schenk@insa-strasbourg.fr</a>	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 4: Students will study and work effectively in a multicultural and international environment.**

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

### Description

Innovations are generally regarded as prerequisites for the long-term survival of companies. This assumption, however, is not a new phenomenon but has been present since the dawn of economic activity. In the framework of innovation research, the past decades have offered a number of insights regarding successful innovation management. Nevertheless, many companies fail in practice. The main problem lies in the unpredictability of the future. The main goal of this lecture is to present methods and instruments through a strategic innovation perspective, which would enable a company to prepare better for and face the unknown and ambiguous future. First of all, the interplay of innovation (in the sense of new products or new services) and an appropriate strategy increases the probability of future success. Thus, innovations can be compatible with the existing strategy and, at the same time, bring about a new strategy. If strategy is considered a starting point for innovations, employing strategic innovation (in other words, an innovative strategy) makes it also possible to reach new markets with already existing products and services.

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## Teaching methods

### Face-to-face

- Lectures
- E-learning

### In group

- Oral presentations
- Case studies/texts

### Interaction

- Discussions/debates

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 2) **Recognize** the importance of innovation management
  - - (level 3) **Use** methods and instrument through archetype of innovation perspective
  - - (level 3) **Prepare** an innovative strategy . innovations are generally regarded as prerequisites for the long-term survival of companies
  - - (level 3) **Apply** the main concepts of innovation in a perspective of Business Plan creation
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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**

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## Outline

Introduction  
Innovation in a knowledge-based economy

Chapter 1  
Understanding innovation and its determinants

Chapter 2  
Organizing the innovation process

Chapter 3  
Innovation and strategy

Chapter 4  
Managing creativity

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## No prerequisite has been provided

### Knowledge in / Key concepts to master

Basic economic concepts and strategy  
None

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Newspaper articles  
- Case studies/texts

### Moodle platform

- Upload of class documents

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

### Main reading material

Afuah A. (2003), Innovation Management, Oxford University Press.  
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.  
Cusumano A., Gawer M. A. (2002), Platform Leadership, MacGraw Hill.  
Gawer A. (2010), Platforms, markets and innovation, Elgar Ed.  
Loilier T. et Tellier A. (1999), Gestion de l'innovation : Décider, mettre en œuvre, Diffuser, ed. Management société.  
Rogers E. (1983), Diffusion of Innovations. New York: Free Press.

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### Additional literature

Cohen W. M., Levinthal D. A. (1990), « Absorptive capacity: A new perspective on learning and innovation », Administrative Science Quarterly, p 128-152.  
Hamel G. (1999), « Bringing the Silicon Valley inside », Harvard Business Review, p; 70- 94.  
Jaffe A. (2000), « The US Patent System in Transition: Policy Innovation and the Innovation Process », Research Policy, Vol. 29, p. 531-557.  
Freeman C. (1991), « Networks of innovators: A synthesis of research issue », Research Policy, vol. 20, p 449-514.  
Prahalad C. et Hamel G. (1990), « The core competence of the corporation », Harvard business review.  
Teece D. (1986), "Profiting from technological innovation: implications for integration, collaboration, licensing and public policy", Research policy 15, 285-305.

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## EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Barbaroux P., Attour A., Schenk E. (2016), Knowledge Management and Innovation: Interaction, Collaboration, Openness, ISTE Editions

Schenk E., Guittard C. (2011), « Towards a characterization of crowdsourcing practices », Journal of Innovation Economics and Management, vol. 7(1), p. 93-107.

Schenk E., Guittard C., Pénin J. (2019), « Open or proprietary? Choosing the right crowdsourcing platform for innovation », Technological Forecasting and Social Change, vol. 144, p. 303-310.

Schenk E., Schaeffer V., Pénin J. (2020), « Blockchain and the Future of Open Innovation Intermediaries: The Case of Crowdsourcing Platforms », in P.-J. Barlatier and A.-L. Mention (Eds.), Managing digital open innovation, World Scientific, p. 401-430.

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## Assessment

### List of assessment methods

#### **Final evaluation** Last class

Written and oral (20 Min.) / Group / English / Weight : 100 %

**Details :** Case study

**This evaluation is used to measure LO1.1, LO1.2, LO1.3, LO4.1**

