

Innovation Management (intensive course) gr1

EM023M2NB1

Program

PGE
Visitants

UE

Innovation management

Semester

B

Discipline

Strategy

Contact hours

27 H

Number of spots

45

ECTS

5


Open to visitors

Yes

Language



Coordinator

Hyoung-Goo Kang 

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Hyoung-Goo KANG	hyoungkang@hanyang.ac.kr	27 h

Pedagogical contribution of the course to the program

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Description

This course provides an overview of innovation management with a focus on emerging technologies such as blockchain, artificial intelligence, and machine learning. The course will also explore the role of sustainability in innovation management.

Teaching methods

Face-to-face

- Lectures

In group

- 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 2) **observe** the principles of innovation management and how they apply to emerging technologies and sustainability
 - - (level 2) **characterize** the challenges and opportunities associated with these emerging technologies and sustainability
 - - (level 4) **analyze** the potential of blockchain, artificial intelligence, and machine learning in innovation management and sustainability
 - - (level 4) **examine** the key aspects of innovation management but will also be empowered with a toolkit of skills and knowledge to drive and manage innovation in their future careers
 - - (level 5) **judge** an innovation management framework and tools and a strategic mindset for managing innovation and sustainability-related challenges.
 - - (level 6) **develop** critical thinking and problem-solving skills to identify and evaluate innovative solutions for different business and social contexts
 - - (level 6) **set up** the ideas about innovation and sustainability in the context of modern business and society. They will further the potential of emerging technologies, such as blockchain, artificial intelligence, and machine learning, to drive innovation and sustainability
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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

1: Introduction to Innovation Management

Definition of innovation and its importance in business
Types of innovation and their characteristics
Innovation management framework and process

2: Innovation Strategy

Creating an innovation strategy that aligns with the business strategy
Identifying innovation opportunities and threats
Choosing the right innovation strategy: incremental vs. radical innovation

3: Idea Generation and Selection

Techniques for generating innovative ideas
Idea selection and evaluation methods
Fostering a culture of innovation

4: Intellectual Property Management

Understanding intellectual property (IP) and its role in innovation management
Types of IP: patents, trademarks, copyrights, and trade secrets
IP strategy: how to protect and leverage your IP assets

5: Blockchain and Innovation

Introduction to blockchain technology
Understanding the potential of blockchain for innovation management
Real-world examples of blockchain-based innovations

6: Blockchain and Sustainability

Understanding the link between blockchain and sustainability
Real-world examples of how blockchain is being used to promote sustainability
Potential future applications of blockchain in sustainability

7: Artificial Intelligence and Innovation

Introduction to artificial intelligence (AI)
Understanding the potential of AI for innovation management
Real-world examples of AI-based innovations

8: Artificial Intelligence and Sustainability

Understanding the link between AI and sustainability
Real-world examples of how AI is being used to promote sustainability
Potential future applications of AI in sustainability

9: Machine Learning and Innovation

Introduction to machine learning
Understanding the potential of machine learning for innovation management
Real-world examples of machine learning-based innovations

10: Machine Learning and Sustainability

Understanding the link between machine learning and sustainability
Real-world examples of how machine learning is being used to promote sustainability
Potential future applications of machine learning in sustainability

11: Innovation Metrics and Performance Measurement

Measuring innovation performance: inputs, outputs, and outcomes
Innovation metrics and their characteristics
Using innovation metrics to manage and improve innovation performance

12: Innovation Implementation and Commercialization

Innovation implementation process: from idea to commercialization
Launching an innovative product or service
Managing and mitigating risks associated with innovation implementation

13: Open Innovation and Collaboration

Understanding the concept of open innovation
Advantages and disadvantages of open innovation
Creating an open innovation culture and managing open innovation processes

14: Sustainability and Innovation Management

Understanding the role of sustainability in innovation management
The importance of sustainability for innovation success
Creating a sustainability-focused innovation strategy

15: Innovation Management in Practice

Case studies of successful innovation management in different industries
Challenges and limitations of innovation management
Developing an action plan for innovation management in your organization

No prerequisite has been provided

Knowledge in / Key concepts to master

none

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

- Case studies/texts
- Worksheets

Moodle platform

No items in this list have been checked.

Software

- Pack Office (Word, Excel, PowerPoint, Access)
- Other : dropbox

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

"The Innovator's Dilemma" by Clayton Christensen

"Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" by Thomas Lockwood

"Open Innovation: The New Imperative for Creating and Profiting from Technology" by Henry Chesbrough

Additional literature

Relevant cases at <http://hbsp.harvard.edu>

Leatherbee, M., & Katila, R. (2020). The lean startup method: Early-stage teams and hypothesis-based probing of business ideas. *Strategic Entrepreneurship Journal*, 14(4), 570-593.

Gruber, M., De Leon, N., George, G., & Thompson, P. (2015). Managing by design. *Academy of management journal*, 58(1), 1-7.

Hargadon, A., & Sutton, R. I. (1997). Technology brokering and innovation in a product development firm. *Administrative science quarterly*, 716-749.

Belk, R., Humayun, M., & Brouard, M. (2022). Money, possessions, and ownership in the Metaverse: NFTs, cryptocurrencies, Web3 and Wild Markets. *Journal of Business Research*, 153, 198-205.

EM Research: Be sure to mobilize at least one resource

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

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Other (date, pop quiz, etc.) : -

Oral / Individual / English / Weight : 20 %

Details : Class Engagement and Dialogue: Emphasis is placed on the quality of contributions during class discussions rather than the frequency of participation.

Intermediate assessment / continuous assessment 2Other (date, pop quiz, etc.) : -

Written / Individual / English / Weight : 40 %

Details : Individual Assignments and Case Analysis : This encompasses the creation of individual case studies and the completion of supplementary homework assignments. Please note that all assignments are to be completed individually, as there are no group projects in this course

Intermediate assessment / continuous assessment 3Other (date, pop quiz, etc.) : -

Oral / Individual / English / Weight : 20 %

Details : Individual Presentations : Students will be required to present their personally developed case studies as well as analyses of cases provided by the instructor

Final evaluationLast class

Written / Individual / English / Weight : 20 %

Details : Final Assessment : The final examination will be administered during the final class session