

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

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

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

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

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

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

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

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

Written and oral (30 Min.) / Individual / English / Weight : 30 %

Details : cas individuel à présenter

This evaluation is used to measure ILO1.1-PGE, ILO2.3-PGE

Final evaluation Last class

Written and oral (30 Min.) / Group / English / Weight : 70 %

Details : cas d'équipe à présenter

This evaluation is used to measure ILO1.1-PGE, ILO2.1-PGE, ILO2.3-PGE