

International Innovation Management

Domaine	Economie et Services
Filière	Economie d'entreprise
Orientation	Economie d'entreprise (EE)
Mode de formation	Plein temps

Informations générales

Nom:	:	International Innovation Management
Identifiant:	:	HEG-OSInte
Années académiques	:	2018-2019, 2019-2020
Responsable:	:	Vincenzo Pallotta
Charge de travail:	:	150 heures d'études
Périodes encadrées:	:	60 (= 45 heures)

Semestre	E1	S1	S2	E2	S3	S4	E3	S5	S6
Cours								60	

Connaissances préalables recommandées

Aucunes.

Objectifs

Learning skills to be developed

- Understand the innovation processes and how they can be designed and implemented in companies active in different sectors and industries.
- Identify and understand the different types of innovation: advantages and limitations.
- Identify the critical success factors in developing products for international markets.
- Develop the appropriate mindset to innovate and be able to master the toolboxes necessary to drive an innovation process and understand how it is linked to a firm innovation strategy.
- Learn how to work in a multidisciplinary team.
- Learn how to develop an idea and transform it into a marketable product/service adapted to user needs.
- Understand how cultural aspects influence innovation and how different cultures embrace innovation in different ways.
- Be able to calculate the financial aspects of an innovation project as well as plan it in order to respect milestones.

General description

Innovation is increasingly the source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring innovations to the market is a difficult managerial challenge. In this course, we focus on the practices and processes that managers use to manage innovation effectively. The course explores the role of innovation in corporate and business unit growth strategy, as well as in start-up development. Different approaches to innovation are discussed, leveraging examples and cases in consumer product industries, SMEs and start-ups. In addition, “state-of-the-art” internal innovation motors are discussed, which are required to outperform the competition. These include innovation processes, consumer/customer insights, portfolio management and organizational governance. The course uses a “learning-by-doing” approach and requires students to conduct an authentic project realized with a start-up or SME.

Impact on the profile and the professional perspectives

This 15 weeks course is a unique blending course of **students in engineering and business** at the HEIG-VD. It is designed to give students a sense of how to instigate innovation in companies. A final **two weeks in San Francisco** to apply and immerge innovation made in USA will give the students a competitive advantage for their future.

Complementarity

- With Major in « Marketing Power » and « Management et Développement d'affaires ».
- With Minor in « Business Concept ».

Incompatibility

Contenu et formes d'enseignement

Répartition des périodes indiquée à titre informatif.

Cours: 60 périodes

- | | |
|--------------------------------|----|
| - Ideation and Design Thinking | 20 |
| - Innovation Management | 20 |
| - Internationalisation | 20 |

Bibliographie

BERKUN, Scott. *The Myths of Innovation*. O'Reilly Media. Canada: 2010. 248 p.

BROWN, Tim. *Change by Design : How Design Thinking Transforms Organizations and Inspires Innovation*. HarperBusiness. New York: 2009. 272 p.

HARVARD BUSINESS REVIEW. *HBR's 10 Must Reads on Innovation*. Harvard Business Review Press. Boston : 2013. 192 p.

KEELEY, Larry, WALTERS, Helen, PIKKEL, Ryan, QUINN, Brian. *Ten Types of Innovation : The Discipline of Building Breakthroughs*. John Wiley & Sons. New Jersey: 2013. 276 p.

OSTERWALDER, Alexander, PIGNEUR, Yves. *Business Model generation : a handbook for visionaries, game changers, and challengers*. John Wiley & Sons. New Jersey: 2010. 288 p.

Contrôle de connaissances

Cours:

modalities of evaluation and validation

- the final grade will be calculated as follows:

- average grade for the written case (50%) and the oral presentation (50%): weighting 80%.
- the project realized in san francisco will be evaluated by a committee of professionals: weighting 20%.

- during their stay, the students will be asked to feed a daily blog with their achievements and impressions. the idea is to present the "innovative learning of the day" (text, video + pictures).

Calcul de la note finale

Note finale = moyenne cours x 1

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