

## International Innovation Management

<b>Domaine</b>	Ingénierie et Architecture
<b>Filière</b>	Ingénierie des médias
<b>Orientation</b>	Ingénierie des médias (IM)
<b>Mode de formation</b>	Plein temps

### Informations générales

Nom	: International Innovation Management
Identifiant	: HEG-OSInte
Années académiques	: 2021-2022, 2022-2023
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

Niveau d'anglais recommandé: B2

### Objectifs

#### Learning skills to be developed

- Master the Design Thinking methodology
- Master the Lean Startup methodology
- 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.

## Contenu et formes d'enseignement

Répartition des périodes indiquée à titre informatif.

**Cours:** 60 périodes

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