

Economie et management de l'innovation

ECTS : 4

Description du contenu de l'enseignement :

- The multiples sources of innovation
- Academia, Entrepreneurs and startups, R&D, communities
- Open Innovation

Objectives:

- Understanding the main issues with respect to the modern economics and management of innovation.
- What are the mechanisms that influence and orient creativity and innovation within organizations and ecosystems?
- In what extent can the new network and digital technologies contribute to evolutions in this respect?

Compétence à acquérir :

- Distinguish different sources of innovation.
- Understand related mechanisms.
- Sketch scenarios for implementing open innovation strategies.