

Economie et gestion de l'innovation

ECTS : 4

Description du contenu de l'enseignement :

Objectives

- *Clarifying specific problems with regard to the dynamics of innovation in modern industries*
- *Providing fundamentals perspectives in innovation training (project management, finance, etc.).*
- *How different dimensions characterizing innovation articulate with each other and help shape innovation strategies and define associated competition*

Teaching / topics

- *Types of organizations and organizational contexts associated with creativity, knowledge, innovation and design*
- *The institutional policy framework supporting innovation and research and development*
- *Identification and characterization of the new business models associated to emerging technologies and new products*
- *The role of innovation in the economy*

Compétence à acquérir :

- *Understand the thematic stakes of innovation as well as their implications for managerial action*
- *Shape innovation strategies, define associated competitive resources and influence how organizations and entrepreneurs engage in innovative approaches*