

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

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